MATAMATA ... *Your New Zealand Holiday Centre*

2/6

- Foreword -

(By His Worship The Mayor, K. N. Gouk, Esq.)

The preparation of a book such as this, presents the problem of condensing a vast amount of information without the loss of the message it is intended to convey.

But from its pages, I hope you can form a picture of the town and district of Matamata and what it has to offer, not only for the home owner, but also for the business man, the manufacturer or the tourist.

Although the Matamata Plains remained in scrub many years after extensive development had occurred in other centres, the transformation was spectacular when pioneering families accepted the challenge and tied their future to the district.

Today, this same district embraces one of the most productive sections of our farming land with its good pastures, sleek cattle, tidy hedges, ample shelter plantations and well kept homes—indicating a true pride of ownership.

From rather small beginnings, the business section of our town has kept pace with progress, and Matamata is widely known for its attractive shops presenting the widest range of goods and services in modern and attractive manner.

Of equal attraction, is that section of the town devoted to residential purpose, with attractive homes set in neat gardens giving proof of civic pride.

The unique geographical position of Matamata, combined with the possession of comfortable and modern accommodation, has led to its adoption as the most convenient point from which to view the many attractions within the Waikato and Bay of Plenty districts.

Should you seek a happy and enjoyable experience, plan a visit to Matamata without delay.

We are seeking the opportunity of extending a welcome to you, whether your interest is scenery, sport, business or the establishment of a home under most satisfying conditions.

We Matamata people are very proud of our town and naturally enough, we want you to be impressed also. With that end in view we have put together the information for you in this Booklet so that you may get the best possible value out of your holiday.

If you spend a day, a week, a fortnight or more here we assure you that we like having you with us and we hope you enjoy your stay. In—short—you are very welcome.

This Booklet has been compiled and published by the Matamata Public Relations Association. Further details about Matamata are obtainable from the Public Relations Officer, P.O. Box 93, Matamata.

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Matamata Holiday Centre

More and more people are finding that Matamata is ideally situated as a centre for their holiday, because of the fact that it lies very nearly at the central point of the North Island.

This will be seen from the map on the back cover of this publication. In addition, so many places of interest that are worth a visit, lie all around our town within easy reach for a half-day or day trip.

Many of these are listed on following pages, and can be recommended to those visiting Matamata. Practically all the roads in the counties are tar-sealed, so journeying over them is pleasant and dust-free.

If, however, your desire is just to laze and not travel about, then again, Matamata is just the place. What more could you wish than a good book, and a laze under the trees at our famous mineral springs, with an occasional dip into the tepid waters.

Of course, if you get tired of lazing, then a turn around the 18-hole golf course will just put you in the mood for another dip and another laze.

For the more energetic, tennis is always available, while for the enthusiast for Drake's game, there is always a welcome at the Matamata Bowling green in Peria Road

ARAWA STREET, one of Matamata's main streets.

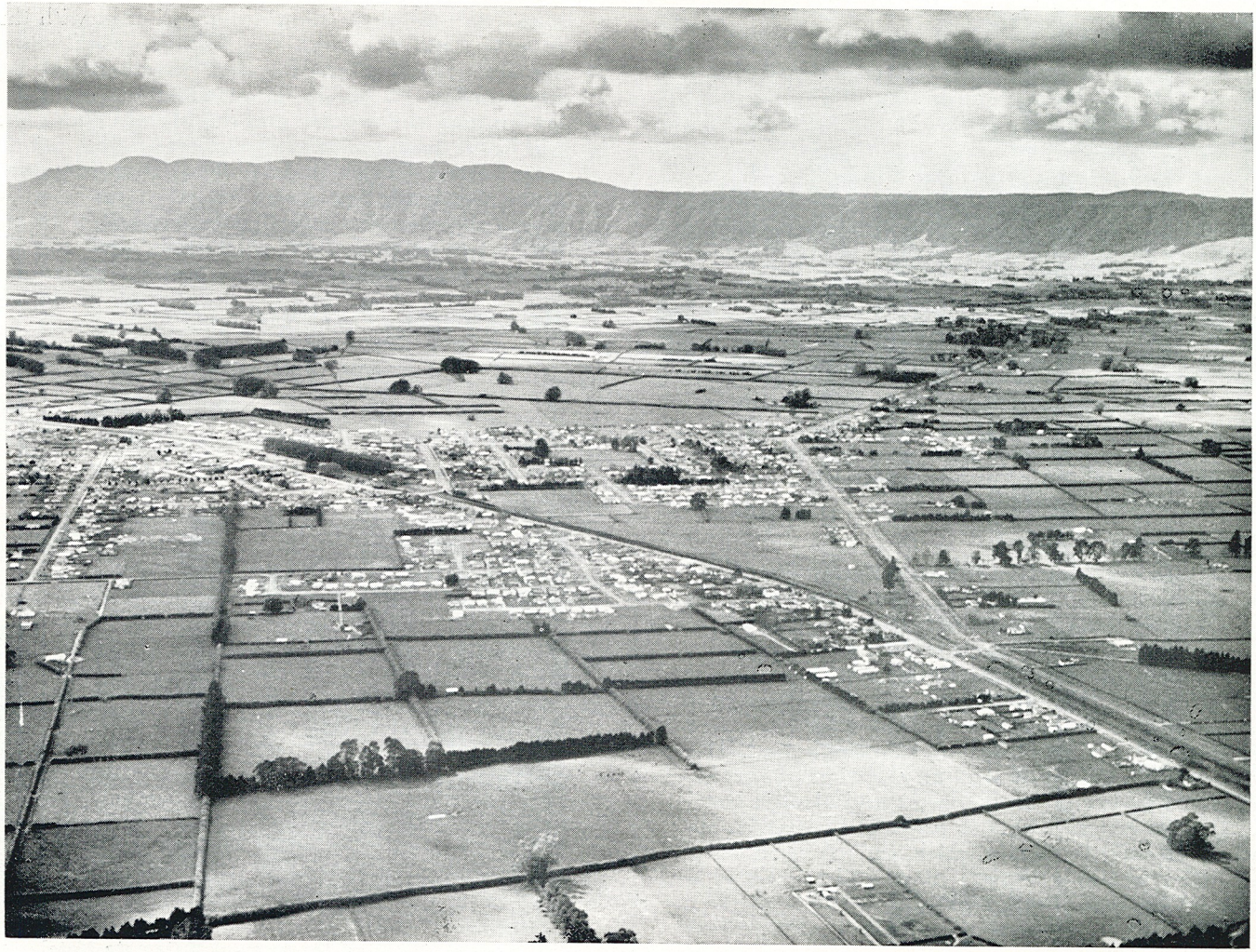
As a shopping centre, you will find all you could desire. Shops of all types that will supply you with all you need on your holiday, and others that will tempt you with goods to take home to remind you of your memorable visit to Matamata.

We hope you will find this brochure worth keeping as a memory of your visit, or find it an incentive to come to Matamata—

Your Holiday Centre

SIGN-POSTS tell their own story

Rich Farmlands



Where to Stay

Matamata Hotel

Visitors to Matamata can enjoy the facilities of Matamata Hotel, a modern licensed hotel, which prides itself in offering a high standard of comfort and cuisine. This hotel stands in the centre of the town and takes full advantage of the situation of Matamata to offer accommodation and meals to tourists and other travellers. It is proud of the fact that over 7,500 tourists enjoyed the hotel facilities during the past year.

Matamata Hotel is unique in New Zealand in that it is owned and operated by a public company, the members of which, numbering nearly 100 are almost without exception, residents of the district. The present directorate comprises a solicitor, a retired sawmiller, a farmer, and a public accountant. The company was formed in 1950 when a licence was obtained in the face of opposition from other private interests and of those wanting the hotel to be operated by a local trust.

Matamata Motel

Matamata Motel and Motor Camp is situated one-and-a-quarter miles from the Post Office in Firth Street on the Western side of the railway line.

It comprises four cabin units and six caravan sites, also camp sites. Each motel unit is complete in itself being fully furnished and can sleep four persons with extra stretchers provided. There is one bedroom with double bed and one single bed. The living room is equipped with an electric stove, refrigerator, electric jug, iron, toaster and electric heater. Kitchen bench with hot and cold water, table and chairs and a divan which can be used as a bed, there is also a shower room and toilet and a car port. All linen is supplied.

The camping ground is provided with a communal service block comprising a kitchen with three rangettes and two sinks, two laundries with washing machines, ironing boards, etc. Private motel laundry and linen store. Toilet conveniences with showers for men and women and the Motel Office. There will be six power points for caravans.

Future plans include a camp shop, tea rooms and a swimming pool.

Tariff for the motel units is £2/2/0 for two adults per night, 5/- for each extra adult and 2/6 for each child under ten years.

Braeburn Private Hotel

Firth Street, Matamata

Twenty rooms, double, single and twin. Dinner, bed and breakfast. One night, single 27/-, double £2/12/0. Bed and Breakfast, single 20/6 double £1/19/0. Bathrooms and showers, ladies and gent's toilets, comfortable lounge. Ample parking available.

A GLIMPSE of the foyer of Matamata Hotel

Where to Stay

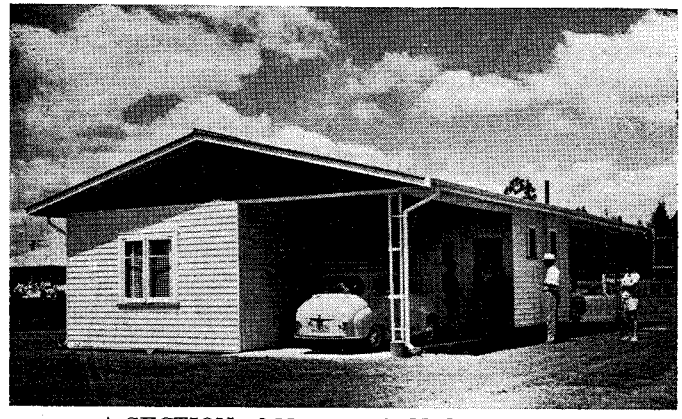
Okoroire Hotel

Okoroire Hot Springs Hotel is situated on the Matamata-Te Poi-Rotorua road, 13 miles from Matamata.

Its park-like setting with beautiful trees and pleasant countryside make it a restful place to stay. The hotel caters for 34 guests and the dining room seats 64. A good nine hole golf course is just across the road from the hotel. While two tennis courts, three warm mineral pools and a bowling green are adjacent to the hotel.

There is a camping ground on the property with swings for children.

Tariff 34/ daily. Golf 3/- daily. Mineral Baths adults 1/-, children 6d.



A SECTION of Matamata's Modern Motel

Opal Springs

Located in a sheltered area of approximately 11 acres, 4½ miles from Matamata on the banks of the Waihou River, "Opal Springs" provides for its many campers and visitors an ideal holiday resort.

Situated in a spacious and well equipped camping ground is a regulation size 33 1/3 yards, six lane, swimming bath constructed of concrete with two smaller and warmer pools at the head of the main bath.

In addition to the main Opal Bath is the Opal Private Mineral Pool, formed in natural rock-setting and famed throughout New Zealand for its marvellous curative properties for rheumatism, neuritis and similar complaints.

Mineral content of these baths are:—

Sodium Choride	1.50
Potassium	0.50
Potassium Sulphate	0.75
Sodium Bi-Carbonate	28.10
Calcium Bi-Carbonate	4.98
Magnesium Bi-Carbonate	4.44
Ferrens Bi-Carbonate	0.08
Alumina	0.22
Silica	5.88
Water	53.55
	100.00

Temperature: (Private Pool) 104 degrees F. maximum.

Opal Springs

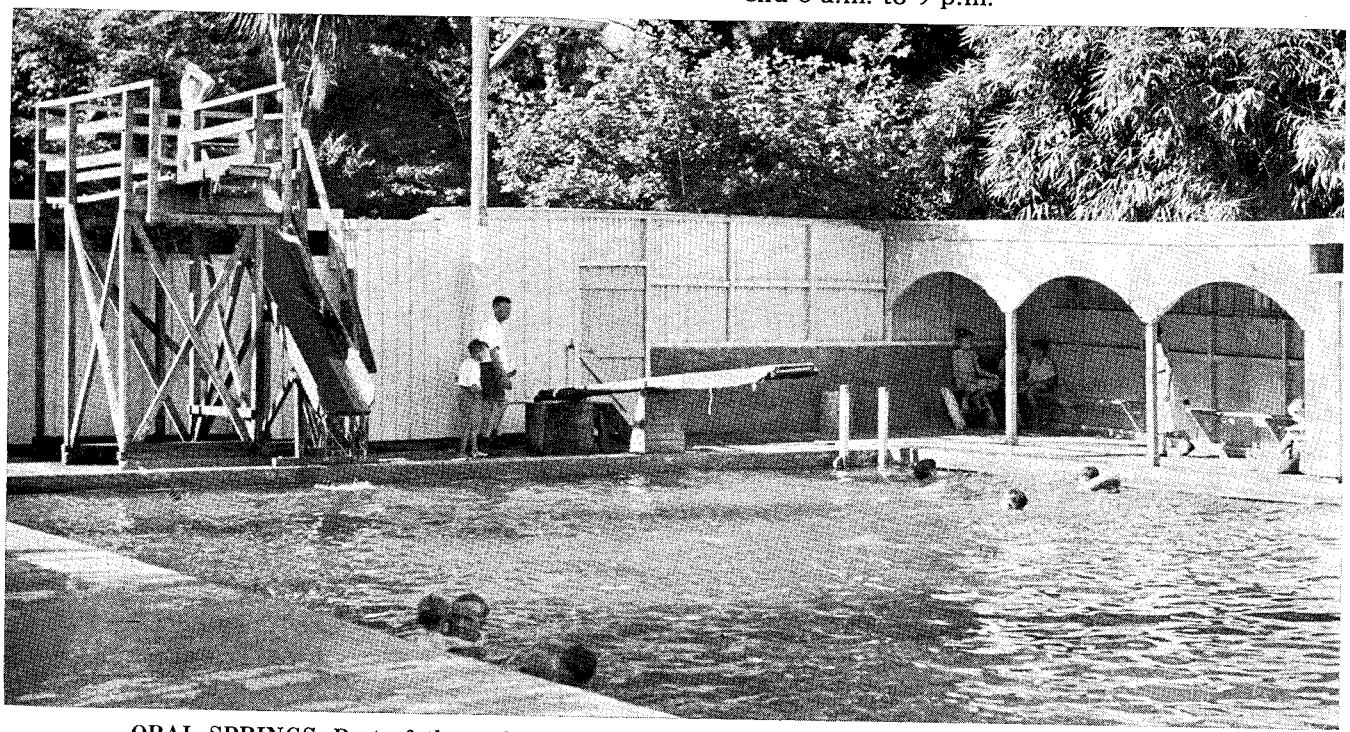
Caravan and camp site facilities are available. Cabin accommodation is modern, ranging in size from three-berth to sixth-berth cabins providing an excellent holiday for the family-man at moderate tariff.

A skating rink of 5,000 sq. ft., with a first class surface, provides additional entertainment and is used often over the Christmas period as an open-air dance floor.

A small hall, built opposite the main gates to the Springs, is in great demand by campers during the season for camp concerts and film evenings. These Springs are well worth a visit.

Open seven days a week:—

Hours seasonable: Labour Week-end till Easter 8 a.m. to 10 p.m.; Easter till Labour Week-end 8 a.m. to 9 p.m.



OPAL SPRINGS. Part of the main concrete pool at one of Matamata's fascinating springs.

Crystal Springs

The existence of the hot springs at Okauia "The Gem of the Waikato", four miles from Matamata, was known and utilised by the earliest Maoris who inhabited the district.

Their whares were built in the vicinity and, no doubt, the waters were put to very good use even in those early days.

The Crystal Hot Springs were first opened to the public as a commercial venture in 1914 and since that time steady progress has been made in their development, until today they are one of the foremost tourist attractions of New Zealand, catering for over 100,000 visitors every year.

One's reaction to such numbers is that the resort is over-crowded but, the grounds comprise some 15 acres set out like a park, and their capacity is large.

Provision is made for car-parking areas, over 200 tent and caravan sites, holiday cabins and flatettes provide accommodation for the tourist and holiday maker.

The principal attraction are the Hot Springs which are the focal point of the establishment. Their unique nature provides a resort of world-wide importance.

The Springs originate deep under the Kaimai Range and have been developed in a number of ways to cater for both young and old.

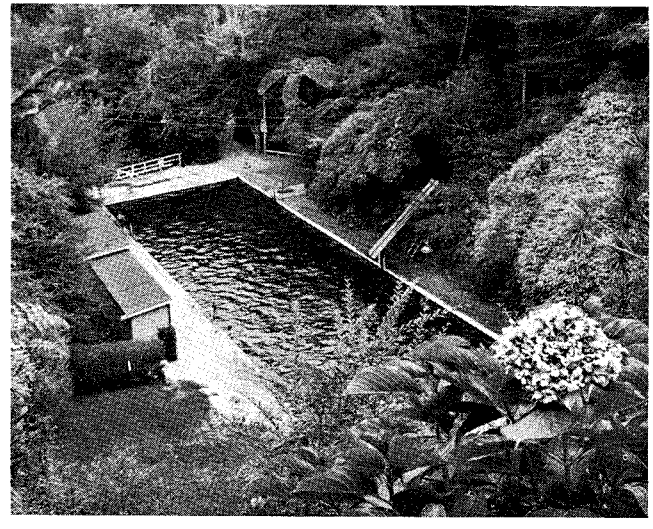
The main pool, some 130 feet long, has a constant temperature of 98 degrees C.—that is blood heat and makes delightful swimming, in in winter or summer.

A special pool is set aside for ladies and children.

Spout baths are available for private bathing to all visitors to the Springs at no extra charge. A flow of about 35,000 gallons of hot water each hour flows up through the sand-bottom of the pools.

Recent additions to the Crystal Springs include an attractive Soundshell where open air concerts are given in the season and have proved most popular. A large Social Hall is used for a variety of purposes including receptions, dancing and other entertainment.

The baths are situated in a beautiful setting of native bush which lends itself ideally to the photographer. Flood-lighting of the baths provides a wonderful venue for evening swimming.



IN A GLORIOUS bush setting—Crystal Springs.

Easy Half-Day Trips

Karapiro

Leave town by Burwood Road, and follow signposts "Cambridge". Views of Karapiro Lake along the roadside are well worth stopping for. About five to six miles before Cambridge, take a left turn, signposted "Karapiro Hydro". A short drive through Karapiro Village takes you to the dam itself.

Visitors are welcome and a guide is available from Wednesdays to Sundays inclusive, between 8 a.m. and 11.30 a.m., and from 1 p.m. to 5 p.m.

The lake, three square miles in area, is used extensively for recreation, and becomes a greater attraction each year.

If you're not in a hurry, and you fancy a different route home, Buckland Road can be recommended. Travel the Cambridge-Matamata road for about a mile, then turn left (signposted "Whitehall"). After about another mile, watch for another signpost, "Buckland Road" on the right, and travel over the hills for a bit of variety, and some pleasant views. At the end of Buckland Road you may turn either left or right. A right turn puts you back on the main highway, and a left turn will return you to Matamata by any one of a number of side roads (all on the right).

Springs

Leave town by Tower Road, and follow the signposts. The two springs, one each side of the river are described elswhere.

Waharoa

Large quantities of butter and milk powder are produced here at the large factory on the western side of the railway line. Leave town by Waharoa Road, you cannot miss it.

Approximately two miles to the north of Waharoa is the site of the first Mission Station set up by the Rev. Brown about 1833, before going on to open his Mission House at Tauranga. Near Waharoa is also the site of Te Waharoa's pa, known as the Matamata Pa.

Kaimai Lookout

Leave Matamata by Mangawhero Road, and follow signposts "Tauranga". The lookout is sited near the top of the Kaimai Ranges, and is signposted. Best views are to be seen before noon. Direction, and mileages to various points of interest are shown on the direction finder at the lookout.

AERIAL VIEW of Opal Springs and Camping Ground.

Easy Half-Day Trips

Okoroire

Leave town by Burwood Road. Follow signposts "Tirau" until you reach the Okoroire Railway Station. A left turn here will take you to the Okoroire Hot Springs Hotel. There is a golf course, hot springs and a fully licensed hotel.

To return via Te Poi, do not recross the river, but go straight ahead. Follow this road as far as Te Poi, where you cross the main highway. From there, just follow straight home to Matamata.

Okauia Back Road

Leave town by Tower Road. Follow signposts "Okauia Springs". Pass the springs on your left, and at inter-section soon after, bear right. Follow this road until you meet the main Matamata-Tauranga road at the sawmill. Right turn here will return you to Matamata without any complications.

Peria Hills

Leave town along Peria Road. After crossing wooden bridge, bear left at intersection. Travel straight along this road until you meet the main Hamilton-Tauranga highway. Follow signposts "Matamata" for the homeward journey along the main road.

Te Aroha

Has hot springs, attractive Government Gardens and Te Aroha Mountain (3,125ft.) for the energetic.

Leave town by Waharoa Road, and pass through Waharoa. About a mile out the other side, follow signpost "Te Aroha direct", and from there the road is well signposted.

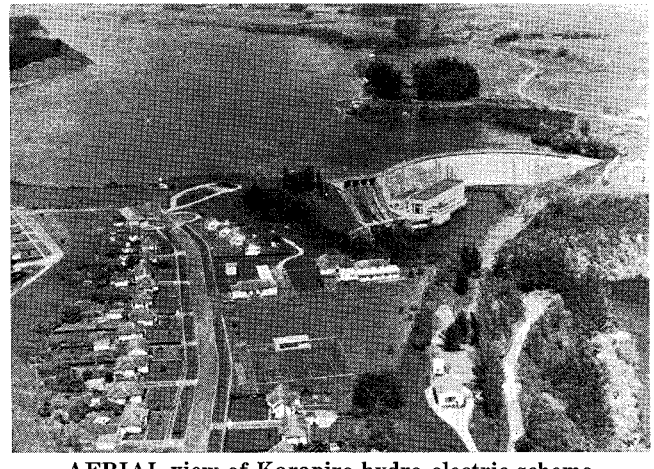
Putaruru

Leave Matamata by Burwood Road and follow signposts "Tirau" to Tirau. Pass straight through Tirau, and watch for right turn about a mile on the other side. From there simply follow the signposts to Putaruru.

Putaruru has grown rapidly of recent years as a result of a considerable timber industry, which includes a large pre-cut housing business.

Arapuni

Leave Matamata by Burwood Road, and follow the Hamilton Road to Piarere. Turn left along the Great South Road, for less than a mile, taking the first right turn (signpost "Arapuni"). This road follows the shores of Lake Karapiro right back to the foot of Arapuni Dam, which was the first of the many now built on the Waikato River.



AERIAL view of Karapiro hydro-electric scheme.

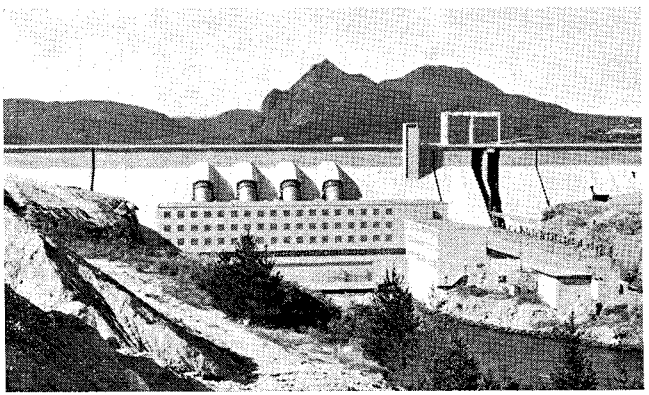
Delightful Day Trips

Northwards

lie such places as Paeroa, Waihi, historic Thames, and the Coromandel Peninsula, of gold rush fame. The easiest access north is through Te Aroha (see previous section), after which the first town is

Paeroa (34 miles from Matamata), which is a thriving township, serving the needs of the surrounding farming community. The road branches here to

Waihi (47 miles from Matamata). Once the centre of a large gold mining enterprise, Waihi was faced with a serious population decline when the mines closed down. Secondary industries, which include electronic components for the new television industry, have helped the town to regain much of its previous prosperity. Further access is available from here to



WHAKAMARU, one of a series of hydro-electric schemes on the Waikato River.

Waihi Beach (53 miles from Matamata) one of the many popular East Coast surf beaches. As an alternative, from Paeroa, you can continue North to

Thames (54 miles from Matamata). Once seriously in danger of becoming a Ghost Town (when the gold ran out), Thames now forges ahead on the basis of some thriving heavy industry.

Thames also serves as the gateway to the Coromandel Peninsula, and the towns of Whitianga (90 miles from Matamata) and Coromandel (89¼ miles from Matamata). There are plenty of places suitable for picnicing and swimming along the Coast Road, and there is good fishing all the way around the Peninsula. All this is to be had within a pleasant drive from Matamata.

A very interesting round trip can be made from Matamata to Waihi, thence on through Katikati to Tauranga by a fine modern highway. From Tauranga the route returns over the Kaimai Range to Matamata. The distance is approximately 110 miles. This distance allows ample time for a visit to Waihi Beach and Tauranga, and still be back in Matamata in time for tea.

Southwards

Along the Great South Road lie such places of interest as Tokoroa, Kinleith, Aratiatia, Huka Falls, Wairakei, Taupo and the Chateau Tongariro.

Delightful Day Trips

Leaving town by Burwood Road, make your way to Putaruru (see half day outings). From Putaruru, follow signposts "Taupo", the road is good, the countryside pleasant, and very soon you will reach

Tokoroa (32½ miles from Matamata). This remarkable town made a spectacular advance in a matter of a decade, when it grew from a mere village to a modern provincial town, on the basis of the enormous timber and paper industry of New Zealand Forest Products Ltd. The Pulp and Paper Mill is situated four miles further down the Great South Road, at

Kinleith The mill is a little way off the main road, on the right, and well signposted. A conducted tour, which takes 1½ hours is available to visitors from Monday to Friday at 10.30 a.m., and is well worth the time spent. The mill is closed to visitors during the three week shut-down from Christmas, also on Public Holidays and weekends. As a safety precaution, children under 15 years are not taken through the mill.

Carry on south through the Pine Forests and the next point of interest is

Atiamuri where a large hydro electric plant has been built. An alternative route to Atiamuri can be taken by turning right at Tokoroa and taking the road to Whakamuru and from there following along the river to Atiamuri. Just before reaching Atiamuri on the main road, you pass the rock of Hatu-Patu, the centre of one of the old Maori Legends. Beyond Atiamuri, a road goes in to the left to Rainbow Rapids, and the thermal area of Orakei-Korako. Part of this will be flooded when a new dam is erected on the Waikato.

Carrying on South you reach

Aratiatia Rapids a world famous stretch of foaming water, recently the subject of much controversy, will be found well signposted just before reaching Wairakei.

Wairakei (69 miles from Matamata), the centre of a good deal of thermal activity, and the famous Geothermal Power Project. See Station Superintendent for conducted parties. Visiting hours: Wednesday to Sunday inclusive, 8.30 a.m. to 11 a.m.; 1 p.m. to 4 p.m.

Huka Falls (70½ miles from Matamata) can be seen from the comfort of your car. There is a special loop road (sign post "Huka Falls") on the left hand side of the road as you travel South. The

LAKE TAUPO, showing the picturesque boat harbour.

Delightful Day Trips

whole volume of the Waikato River forced through a small gap, makes a truly spectacular sight and one of the highlights of your Matamata Holiday. Not far from Huka Falls, you will soon reach

Taupo (74½ miles from Matamata), where the 238 square miles of Lake Taupo drains into the Waikato River, is a busy township, offering much of interest to the visitor. Fishing, boating and swimming are all available, the views are well worth the trip, the distance short enough to make a pleasant outing from Matamata—Your Holiday Centre.

The return trip may be made via Rotorua and over the Mamaku Range.

WAIRAKEI geothermal area, with power stations in the top centre.

Eastwards

Depending on which road you take, lies Rotorua on the one hand over the Mamaku hills or the East Coast, with its surf beaches over the Kaimais. In either case, a pleasant drive of an hour or so will get you there.

Tauranga (33½ miles from Matamata) Leave town by Managawhero Road, and simply follow the signposts over the Kaimai Range and down to the sea. The road is good, the journey pleasant, and not too long. If you want to go straight to

Mount Maunganui (43 miles from Matamata), watch for the right turn as you drive through the outer suburbs of Tauranga. The recently opened causeway across the harbour to the "Mount" brings this popular seaside and surf resort within 15 minutes of Tauranga.

From Tauranga the whole East Coast is accessible, Northward lies Katikati, Waihi Beach and Whangamata; and Southward to Te Puke, 50; Opotoki, 140; Whakatane, 104; and the East Cape if you feel like a long trip.

Also from Tauranga by following the road through Te Puke to Rotorua, one can enjoy a pleasant trip from Matamata. The route is Matamata, Tauranga, Te Puke, Rotorua, Tirau, Matamata.

The road is good, the views splendid, the whole trip not much above 130 miles.

Delightful Day Trips

Rotorua (46 miles from Matamata). World famed for its Scenic and Thermal attractions, Rotorua is only about an hour's drive from Matamata.

You leave town along Burwood Road, and follow signposts to Tirau. Pass straight through Tirau and follow the well signposted road over the Mamaku Range down to Lake Rotorua. The many attractions of Rotorua are easily reached from Matamata—Your Holiday Centre.

Westwards

From Matamata, you can visit on the one hand, Hamilton and its environs, and on the other hand, the fascinating Waitomo Caves can add lustre to your Matamata Holiday.

Hamilton (38 miles from Matamata). Leave town by Burwood Road, and follow the signposts via Cambridge. Hamiton is the centre of commerce for the Waikato, is well worth a visit, and is easily reached from Matamata. Particularly worthy of mention are the parks on the banks of the Waikato River, and Hamilton's lake. with a really wonderful children's playground.

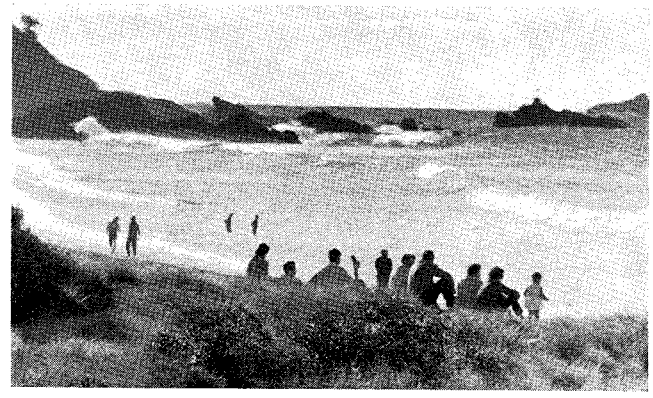
Just out of Hamilton, you will find the Ruakura Animal Research Station and further on Raglan Harbour, 59 miles on the west coast.

Waitomo Caves (68 miles from Matamata). Route is via Cambridge, Te Awamutu, Otorohanga and watch for right turn three miles past Otorohanga. The caves are open as follows: Waitomo Cave: 11.15 a.m., 4.15 p.m., 7.45 p.m.; Ruakuri Cave: 8.45 a.m., 1.45 p.m.; Aranui Cave: 10 a.m. 3 p.m. It takes about one hour to inspect each cave.

Arrangements to visit them are made at the Hotel, where you may also get your meals if you wish. This is a trip well worth making, and quite easy to arrange from Matamata—Your Holiday Centre.

Te Awamutu (40 miles from Matamata) is well worth mentioning, as it gives access to quite a number of places of interest. Waitomo Caves, we have already discussed, but also

Pirongia Mountain (54½ miles from Matamata). (3516ft.), rich in Maori history, and worth a visit for some excellent views of the surrounding countryside.



MOUNT MAUNGANUI, on the ocean side.

Glorious Golf Course

The Matamata Golf Club's course at Okauia is well-known throughout the country and to many overseas visitors too. It is situated next to the famous hot springs and set in delightful surroundings about four miles from the town.

With the idea of further developing an all-the-year-round course, water is laid to all the greens and this is proving of great value to those who enjoy summer golf and also helps to maintain the ever-important greens at a very high standard.

The course continues to improve with a regular programme of removing older pine trees and replacing with shrubs and more colourful trees. For the casual player charges are reasonable at 5/- per day and a reduced rate for a week's play. It is also possible to join the club as a limited member.

The layout of the course is interesting and a challenge to players of both sexes. From the start at No. 1 hole alongside the clubhouse, the fairway lies along the boundary and after playing this hole, players cross the road for the next five holes, returning across the road again, No. 7 continues along the boundary and No. 8 is not often forgotten by visitors and well named the "drop". The first half is complete with a long nine for a bogey 5.

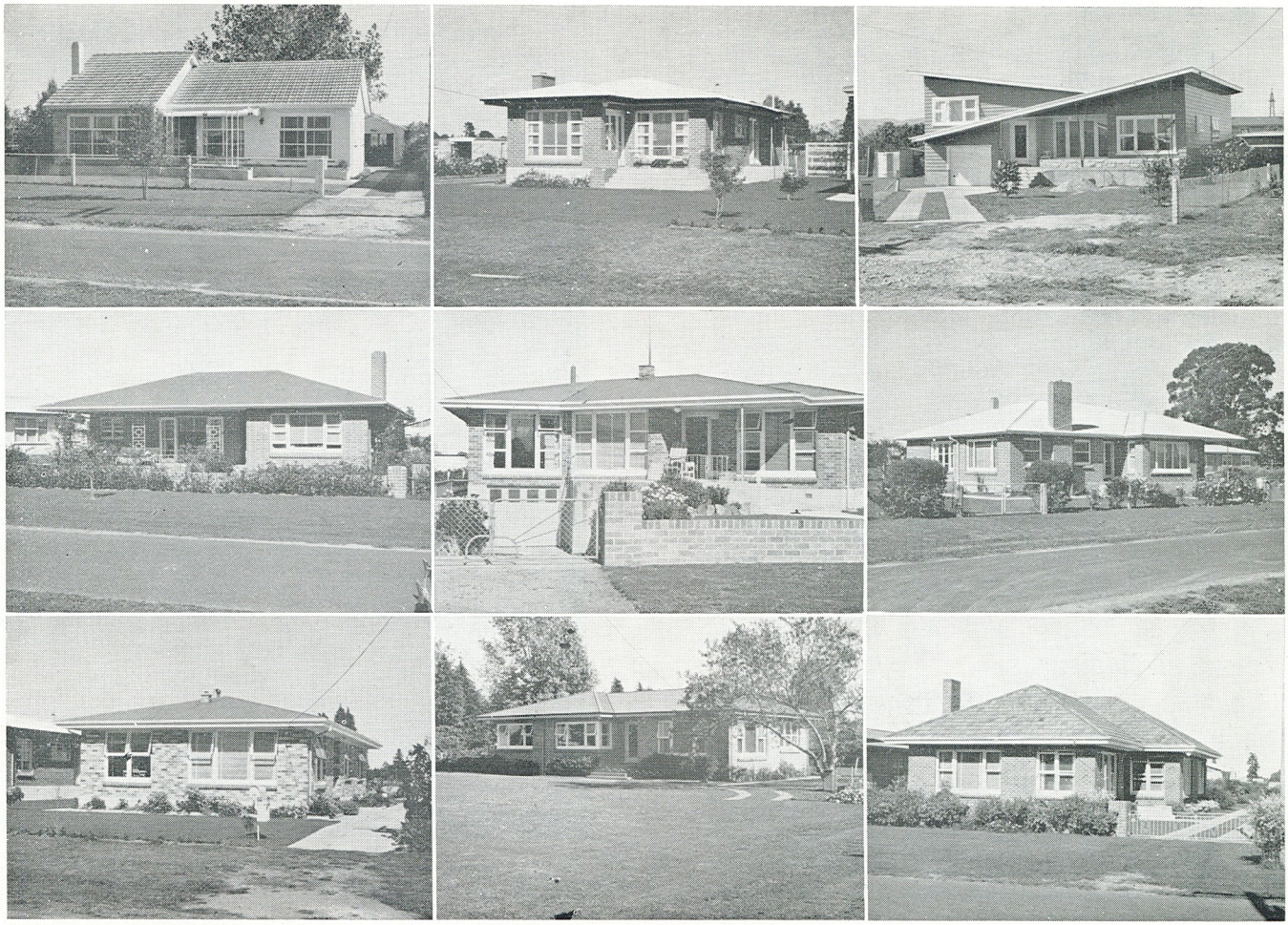
The fairways throughout the course are wide and handsome and there is not a great deal of rough to harass the average player. The park-like aspect of the whole is very evident with many beautiful views of the Kaimai Hills and a particularly attractive view from the 8th tee looking to the lower part of the course.

Golf is a game for young and old and is generally played under varying conditions. Most players do not like it too easy, a course should contain some sting and be a challenge to the player.

"THE DROP", a fascinating hole at the Okauia links.

PUTTING on the 8th green.

Attractive Modern Matamata Homes



Fishing, Shooting

Trout Fishing

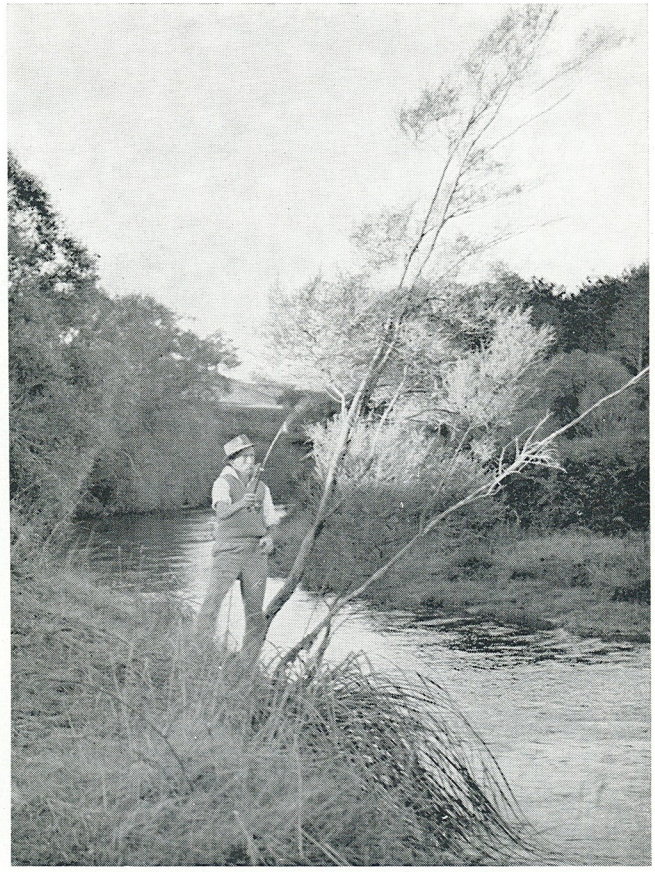
Angling is controlled by the Auckland Acclimatisation Society and licenses may be obtained from the Matamata Post Office, Keeley's Ltd., Bert Wrigley Ltd., Opal Springs and Hora Hora Service Station. Licenses are sold as daily, weekly, or whole season, costing 3/-, 7/6 and £2 respectively.

Visitors should note that Auckland fishing licenses are interchangeable with all other acclimatisation societies in New Zealand but not with Rotorua, Taupo or the Southern Lake district. The nearest lake fishing to Matamata is Karapiro and is mostly done from boats, though good fly fishing areas are available at the mouth of the Little Waipa and the upper reaches of the lake. Both rainbow and brown trout up to 12lbs. can be taken from Karapiro.

Trolling is allowed from the dam up to the two small islands below Maungatautari Bridge but moored boats must be used above the white posts marking the boundary. Access for launching boats is at Bob's landing, below the Karapiro Service Station, some 12 miles by good bitumen road from Matamata.

Stream Fishing

The lower Waihou River (all legal baits) can be reached at the Okauia Springs (4 miles), Te Poi bridge (5 miles), Hinuera (6 miles) and Okoroire Springs (15 miles) all by good roads. Upwards of the falls at Okoroire Springs is fly and spoon water. Good fish (mostly rainbow) up to 10lbs. can be taken in the lower Waihou reaches though the water is most suited to baitcasting owing to the heavy growth of willows in most places. Rainbow averag-



TROUT abound in the streams around Matamata.

Fishing, Shooting

ing 12lbs. are plentiful above the Okoroire Springs and Hotel and banks are fairly free of trees.

Perhaps the most popular stream handy to town is the Waiomou Stream—open to fly and spoon—and yielding good numbers of rainbow up to 8lbs. Access at Te Poi Mill (7 miles), Te Poi-Selwyn Road (7 to 9 miles), and between Te Poi and the bridge on Hamilton-Tauranga highway.

The Omahine Stream, a small clear tributary of the Waiomou, joins the latter just above the Te Poi mill and yields small numbers of fish up to 2lbs. with bigger fish at end of season. Open to artificial fly only.

Another tributary of the Waiomou is the Raparapa Stream (also fly only) which joins the Waiomou about half-a-mile above the bridge mentioned on Hamilton-Tauranga highway. A stream heavily stocked with rainbow averaging about 1½ lbs. with odd fish up to 3lbs. Best access is from the farms between the bridge below the junction and the Raparapa Road at foot of the Kaimai road.

Another good stream for fly fishing handy to Matamata is the Oraka best reached near Tirau (12 miles).

Fishermen are advised to ask permission from landowners for access to streams when fishing away from bridges, for, though there are fishing reserves along most streams, it is often necessary to cross private property to reach the streams.

Shooting

Ducks, pheasants and quail are fairly plentiful in the Matamata district but visitors should endeavour to obtain introductions to local sportsmen and farmers if they hope to enjoy the sport, for except for odd ducks along local streams and rivers, good duck shooting is confined to privately owned ponds, and farmers take a rather dim view of any shooters who venture onto their land in pursuit of any kind of game without permission.

The shooting season starts on the first Saturday in May of each year and is open for duck for three weekends and for pheasants, quail and pukeko until the last Sunday in June, though these dates may be varied by the Auckland Society from year to year.

PICTURESQUE walk along the banks of the Waihou River at Matamata Springs.

Big Game Fishing

Some 24 miles north of Tauranga the rugged peaks of Mayor Island rise abruptly from the Pacific Ocean. This is the base of the Tauranga Big Game Fishing Club and it is from the Club's Headquarters at South East Bay that some 17 commercial and many private launches set out at 8 a.m. each day from January to May in search of the thrills which go with this type of fishing.

This club is unique in that it caters for and provides accommodation for its anglers as against clubs whose headquarters are on the mainland and where hotel accommodation is readily available. Each launch is provided with a five or six bed cabin complete with electric lights, toilet facilities etc., and meals are partaken in a central dining room, as many as 150 having been served at one meal. A large lounge provides the recreation centre complete with piano and all the necessities.

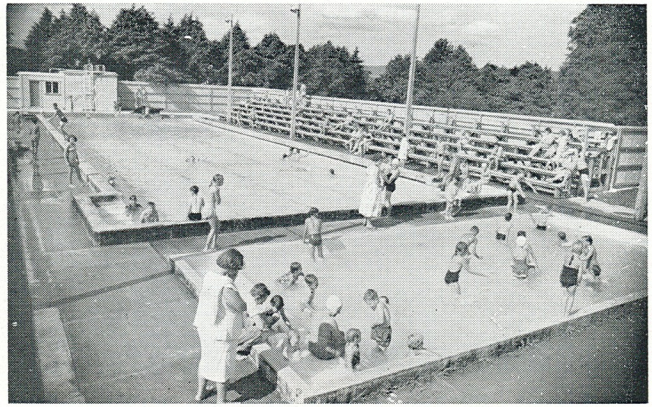
The fishing fleet other than private vessels consists of 17 modern launches up to 50 feet in length and all fully equipped with the finest fishing gear available.

These boats may be hired by the day or week for all types of fishing from swordfish to schnapper and during the off-season hapuka fishing is most popular. In the writer's experience, 81 hapuka were secured in one weekend trip and 72 in another.

The active swordfishing commences early in January and continues until the end of April or early May but this type of fish has been seen in numbers even in June.

Mayor Island itself is a perfect jewel, rising to a height of 1270 feet. It has a coastline of 11 miles and is completely covered with native bush, mostly pohutukawa one of which, reputed to be the world's largest, has a girth of 25 feet. It is rich in Maori lore and was most jealously guarded in bygone days on account of the tuhualite or obsidian, a volcanic glass most prized by the natives for its hard cutting edge and exchanged by them all over New Zealand for greenstone and other commodities.

A most spectacular view may be obtained from the trig station (1,162 feet) where the cliff drops perpendicularly to sea level inside the crater which contains a large geen and a black lake which are separated from the sea by a narrow razor-back ridge.



MATAMATA'S Centennial Baths.

Matamata's Memorial Centre

Centennial Baths

Matamata is proud of its Centennial Baths, situated in Meura Street. In 1958, these Baths were completely renovated and equipped with a filtration plant as the result of a combined effort by Matamata Junior Chamber of Commerce, Matamata Public Relations Association and eight local girls, who with the generous support of local businessmen and residents of the district, raised the sum of £1,800.

The main pool is 100 feet long by 33 feet wide and has crystal-clear water of a minimum temperature of 70 degrees. It has a high and low diving board and is 3'6" deep at the shallow end to 9' deep at the diving end. There are two spacious sun bathing lawns and modern dressing rooms.

Children are catered for by a paddling pool 30 feet by 14 feet with depth from 15" to 28".

The baths are open seven days a week from the beginning of November till the end of March each season.

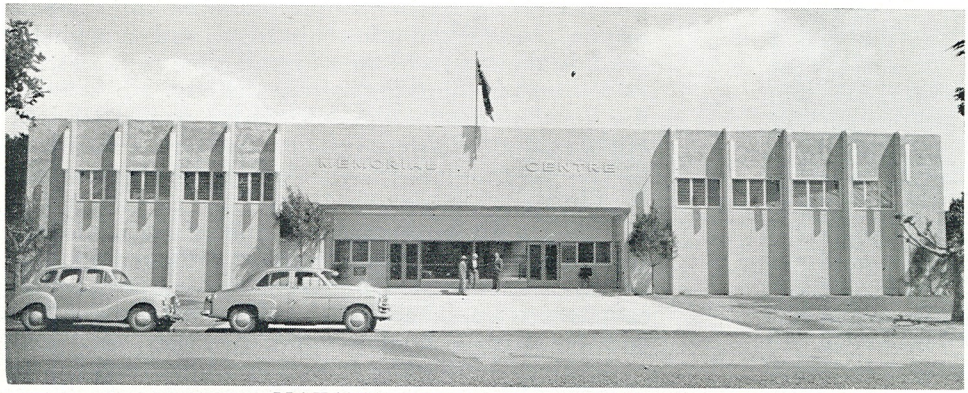
Memorial Centre

Matamata and district takes pride in its Memorial Centre built to commemorate the Second World War.

The Memorial Shrine in the central foyer records the names of 96 servicemen who paid the Supreme Sacrifice in World War II and includes symbolic decorations with references to the various theatres of war in which New Zealanders served in World War I and World War II.

The building has a total floor area exceeding 15,000 square feet with seating accommodation for 660 in a large hall, 200 in a smaller hall and 80 in a committee room.

Usual hall amenities are provided to cater for concerts, music and drama festivals, exhibitions, dancing, social functions and various sporting activites such as badminton, boxing, indoor basketball, indoor bowling and table tennis.



MATAMATA'S War Memorial Centre

The Memorial Centre was opened by the Governor General, Sir Willoughby Norrie in October, 1956, and is extensively used throughout the year.

Construction and furnishing costs totalled £51,500. Public subscriptions and interest on investments amounted to £20,340. A Government subsidy of £21,002 was received and the balance of £10,158 was found by the Matamata Borough Council.

Matamata History

The history of the Matamata Plains, and in a broad sense of the whole Waikato, falls into two great phases, before Firth and after.

The story of this district prior to Firth's coming is dominated by two magnificent Maoris, first the strong Te Waharoa and his son Wiremu Tamihana. Te Waharoa was one of the greatest warriors of a warrior race, but lived to become heartily sick of the incessant inter-tribal strife.

With a wisdom uncommon to the time, he begged the missionaries to come to his people. The picture of this shrewd chieftain is rounded off with the story of how he told the Rev. Brown (who brought the word to the district in 1833) that the chattels his people accepted for land were not good value. "These things will wear out, but my land will never wear out." Shades of Sophocles!

Hardly less great and historically more famous is his son Wiremu Tamihana Tarapipipi Te Waharoa. Tamihana tried to avert the Waikato War, but was thwarted by blockheads who considered brains the perogative of England and dignity the property of the white race.

He it was, who raised Potatau as the first Maori King. After the disastrous Waikato War, Tamihana met General Carey in 1865 at Tamahere and to the soldier's plea "let this be forever an end to our fighting", Tamihana replied, "I and my tribes will fight no more."

Tamihana was the man who sold the land to Josiah Firth and between 1865 and 1884 Firth had acquired 56,000 acres. It is a pity that the splendid story of how Firth transferred the wilderness of scrub and swamp into farm and grazing land cannot be told in full.

When blocked from using the Waihou for conveyance he constructed a dray road to Cambridge, almost 30 miles. He drained land, cleared and straightened the Waihou, and in fact was truly a nation maker. His book, "Nation Making" should be read in every school, for his is one of the great stories of early New Zealand.

After prodigious labour the Waihou was formally open for navigation in 1880. One rapid blown up took half a ton of dynamite. When Te Kooti terrorised the whole countryside Firth met him within a few miles of the present town of Matamata. Te Kooti was impressed by this man who came unarmed and unaccompanied, he did him no harm, listened to his blunt words which included the term "murdered" and harkened to his injunction to in future leave women and children alone.

About 1880 Firth harvested thousands of acres with machinery, 50 years ahead of general practice. He was a man born out of his time. He planted fruit trees so that the wayfarers could be refreshed. He practised what moderns call forest culture. He looked after his men, and though he lived in Auckland he spent much time at the estate as well as planning for it from the city. He foresaw the development of the dairy industry and made a settlement at Waharoa of smallholders. A modern dairy factory was built and designed by his son W. T. Firth.

When Firth, through no fault of his own, had to relinquish his estate he had milk-condensing, canning, cider-making and wine-making in hand on a factory scale. The slump of the 1880's broke him and thousands of smaller men.

One of Firth's best known and loved employees in John McCaw took over the estate for the Gov-

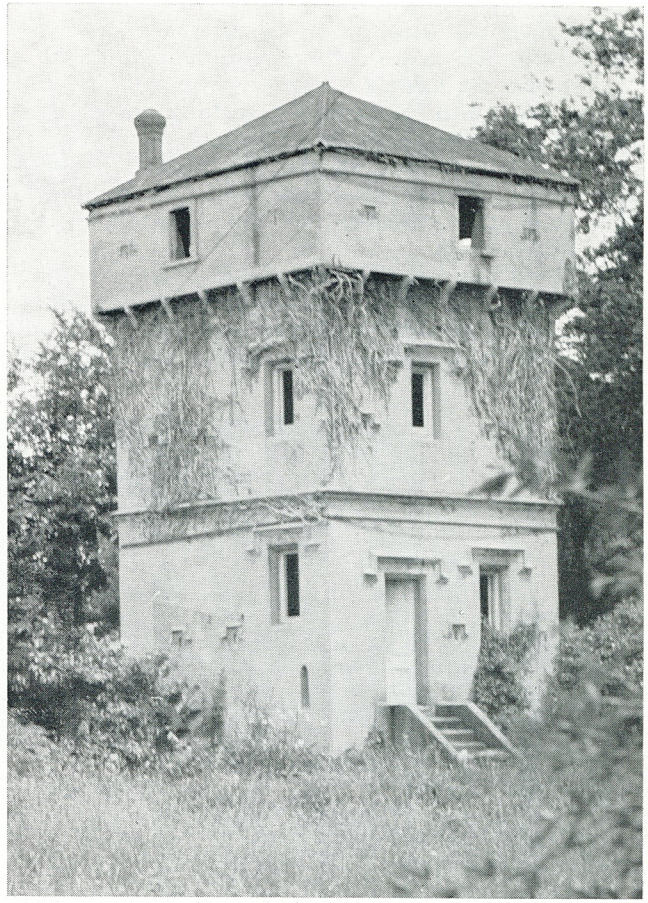
ernment Board which took the big holdings of the land barons. In 1904 the Lands Department acquired from the Assets Realisation Board 42,481 acres. It was surveyed and subdivided into 117 farms, varying in size from 47 acres to 984, in addition to small allotments in the township of Waharoa, suburban allotments of about 10 acres and 153 quarter-acre sections in Matamata township.

The ballot for allotments was held on June 2, 1904. John McCaw was given the "homestead" allotment of the Tower farm, and that historic old concrete structure still stands.

The Matamata plains have some of the world's finest land. The dairying production is famous throughout the Empire. It is noted for its sheep, its honey, its thermal springs and the warm temperatures of its climate. Today to outsiders Matamata means cows, hot springs and thoroughbred horses.

It is one of the most heavily populated rural areas in New Zealand, has a fine aerodrome at Waharoa to cater for future expansion, has miles of sealed roads, and the Matamata County Council was the one in all New Zealand to be honoured by acting as host to Her Majesty The Queen and His Royal Highness, the Duke of Edinburgh.

This district now faces the future confident by virtue of what it has accomplished, not only in the past stretching to New Zealand's earliest history, but in the story of the last 50 years. May God accept our humble thanks for the blessings of the past and continue to watch over our spreading lands in the future. May He continue to bless these plains keep them rich and flowering and keep our hearts humble in the knowledge of what we owe to Him and to those who carved an Empire out of scrub.



HISTORIC LAND-MARK—The Tower, built by J. C. Firth before the Matamata Estate was first sub-divided.

The Centennial Drive

The Matamata Centennial Drive runs through the heart of the town from Tainui Street to Broadway and covers an area of over eight acres.

It was set aside as a reserve by the founders of the town and contains a few fully-grown trees planted in the early days of settlement.

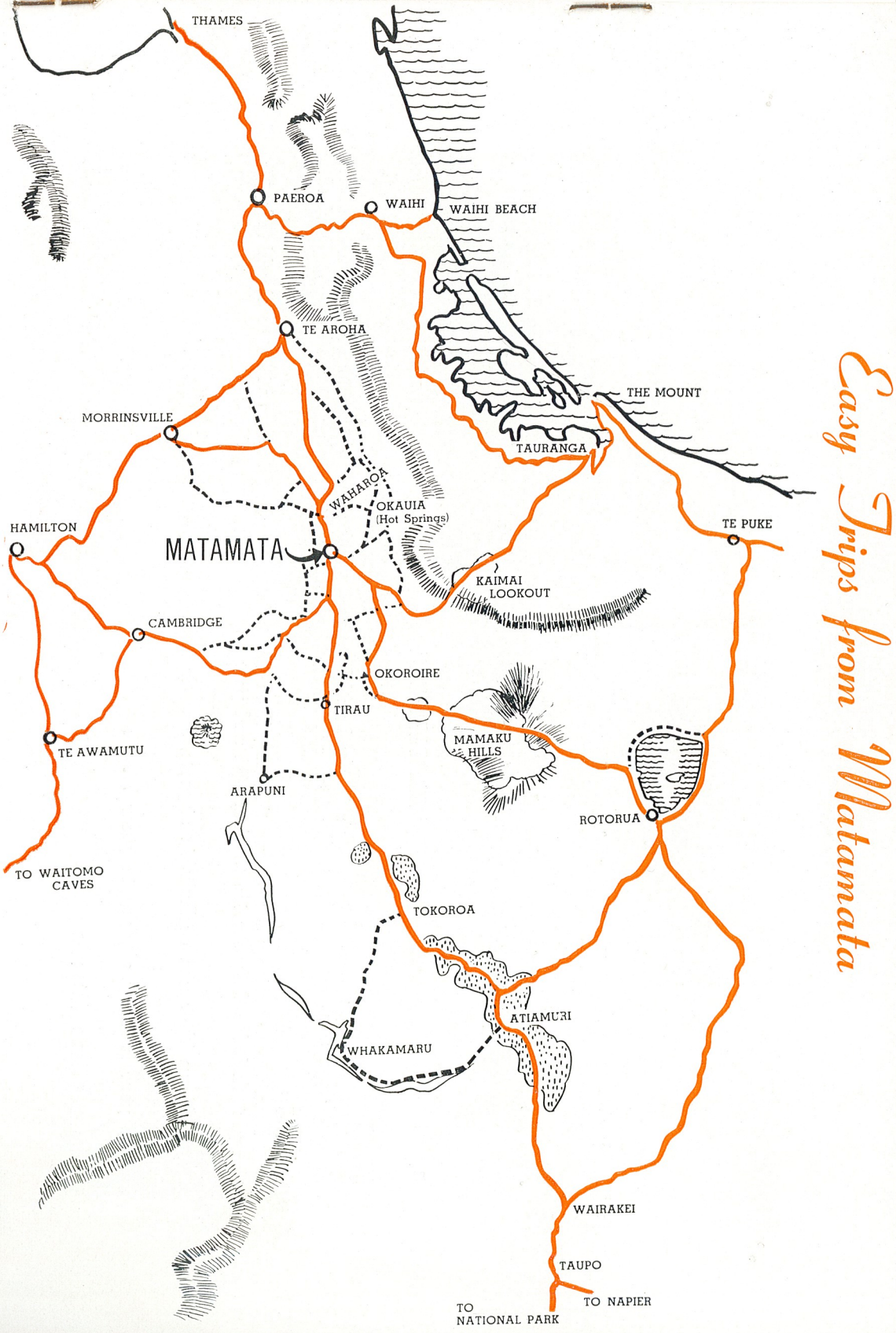
In 1940, as part of the Centennial Celebrations, when further plantings were made, it was dedicated as a memorial to the pioneers of the town and district.

The Matamata Centennial Drive Development Society was founded in 1957. In four very active years, and largely by voluntary assistance, its members have planted hundreds of flowering and ornamental shrubs, native and exotic trees, formed a half-mile roadway through the area, re-sown the surface in some parts and brought all the grass into mowing condition.

Special picnic areas have been provided, but the Drive abounds in places where the visitor may partake of a picnic meal in beautiful sheltered surroundings.

The Borough Council has now undertaken to provide labour for maintenance, and the Society intends to continue planting for some years ahead, confident that when fully developed, the Drive will be one of the beauty spots of the Waikato.

MATAMATA'S picturesque Centennial Drive.



Easy Trips from Matamata

Promotion of Industry

Make It In....

MATAMATA

....The Town With a Future.

The Matamata Industries Promotion Committee

.....has pleasure in presenting the following pages with the object of placing before you, as a progressive manufacturer, the many advantages of Matamata as the ideal site for your industrial expansion.

TRANSPORT

By Rail

Freight trains and passenger rail cars link Matamata with main centres and ports ensuring rapid distribution of manufactured goods which are handled efficiently at the adjacent railway goods shed.

By Road

Passenger Service Cars connecting to all major centres with direct services to Auckland. Road transport includes daily service to Tauranga and port at Mount Maunganui.

By Air

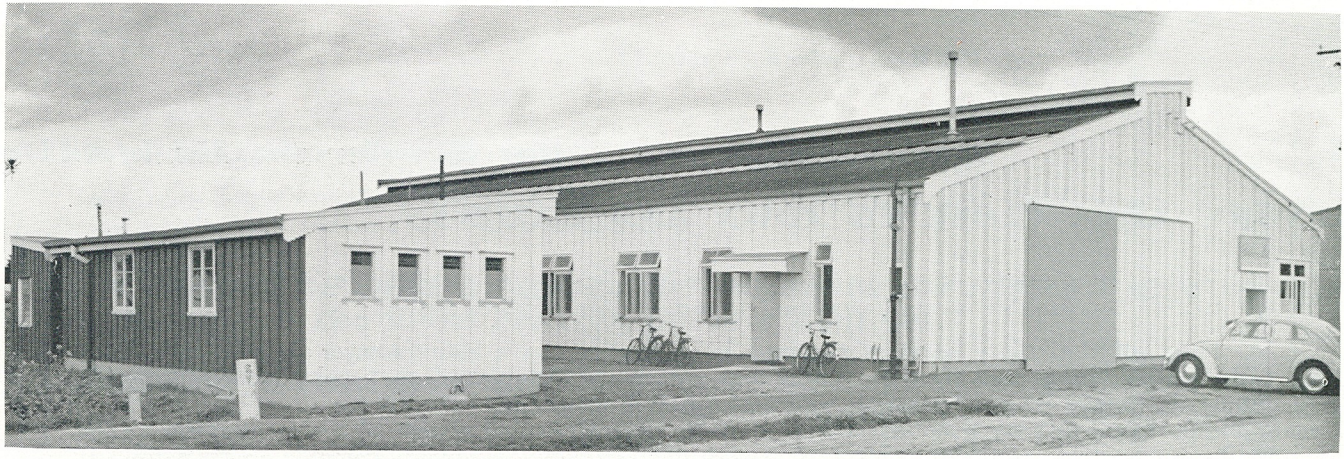
From Tauranga or Rukahia airports, less than ¾ hour drive from Matamata.

Give your industry a place to grow....

Give It To....

MATAMATA

Promotion of Industry



MATAMATA'S latest industrial venture. The well-known Auckland corsetry firm of Berlei (N.Z.) Ltd. recently opened with a staff of 22 in a factory covering 5,000 square feet.

What . . . . *Promotion of Industry*

MATAMATA

. . . . Has to Offer the Manufacturer

FACTORY AREA CLOSE TO TOWN AND RAILWAY.

Within one quarter-of-a-mile from the railway in an area set aside for industrial building AMPLE FLAT LAND is available, sections ranging in price from £500 to £1000.

Here all the utility services required by the progressive Manufacturer are available. The area will be fully roaded, have high pressure water and electricity. At the railway yards close by, up-to-date gear facilitates the intake of raw materials and the dispatch of goods.

RATING ON UNIMPROVED VALUE

Matamata Borough is rated on the unimproved value system of rating. An average assessment for section and dwelling is in the vicinity of £14 per annum.

SECTIONS AVAILABLE

Good residential sites served with high pressure water, sewerage, electricity are procurable from £400 upwards. Ample flat land is available for future sub-division.

Residential building costs range from 50/- to 60/- square foot. Skilled workmen in the building and allied trades are readily available locally.

Make It In . . . .

MATAMATA

Promotion of Industry

MATAMATA

Invites Your Industry.

LOWER BUILDING COSTS

Factory building ranges in cost from 20/- to 40/- per square foot. Staff dwellings may be erected from as low as 40/- per square foot. This means that . . .

It is possible to build a factory in Matamata for the cost of a section alone in any of the main centres in New Zealand.

AN ASSURED LABOUR POOL

With approximately 100 young people leaving Matamata College each year to enter employment locally, the town offers a steady stream of potential employees educated to a very high standard. Matamata County population exceeds 20,000 people, 12,000 of whom are within a 10-mile radius of Matamata town.

RECREATIONAL FACILITIES

Participation in all the popular sports and recreational pursuits is possible. All sports are well catered for. Trout fishing, tramping, hunting, are all to be had in abundance and by reason of Matamata's geographical situation, many of New Zealand's most popular tourist attractions are only minutes away.

Here we offer you some basic facts

Should further details or assitance be required these are readily available from the . . .

MATAMATA

INDUSTRIES PROMOTION COMMITTEE
P.O. Box 6 – Matamata.

Modern Buildings

Around the Rich Farmlands

The Government of 1898 decided that the large areas of land around Matamata should be divided up and made available to farmers of moderate means.

In 1904, an area of 42,481 acres was acquired from the Assets Realisation Board for what was planned to be the Matamata Settlement, this acreage being divided into 117 farms, varying in size from 47 to 984 acres. The Lands Dept. stressed the fact that the carrying capacity of the land was 35,000 sheep, 3000 head cattle and 350 horses.

This was equal to about two sheep to the acre of cultivated land. There were 160 applicants for the 80 farms and a ballot was held on June 2, 1904 at the Sailors' Mission Hall, Auckland.

AERIAL VIEW showing the neat farm lands around Waharoa.

Over the next 40 years or so, the production of butterfat had increased more than tenfold. This vast growth has been due to the policy of closer settlement in order that men may own farms of their own, coupled with the suitability of the soil and climate for dairy farming.

Taking an average farm of today of about 190 acres, it would carry about 130 cattle in the proportions of one to the acre—allowing for other stock, plantations etc. It would be well provided with shelter belts of hedges and trees, and would be supplied with water from a bore.

Rotational grazing would be carefully observed, so that there was a uniform sward of grass in the paddocks. These would be further sub-divided by the use of electric fences, which can be shifted from place to place.

TYPICAL milking shed on a Matamata dairy farm.

Around the Rich Farmlands

Winter harrowing and topdressing would be used to keep fertility in the ground, very little ploughing being done, Rye grass and white clover provide an early growth for ensilage, followed by another growth two months later for hay.

There would be an up-to-date milking shed with concrete floor, well drained and definitely with a wireless—they say cows give better when listening to music. A modern tanker would collect the milk each day, replacing the old method of carting the milk in cans to the road to be collected by truck.

It can safely be said that the average standard of living among Matamata farmers is the highest in the world. This statement has been checked in interviews with farmers who have toured and studied conditions in Britain, South Africa, Canada and the United States.

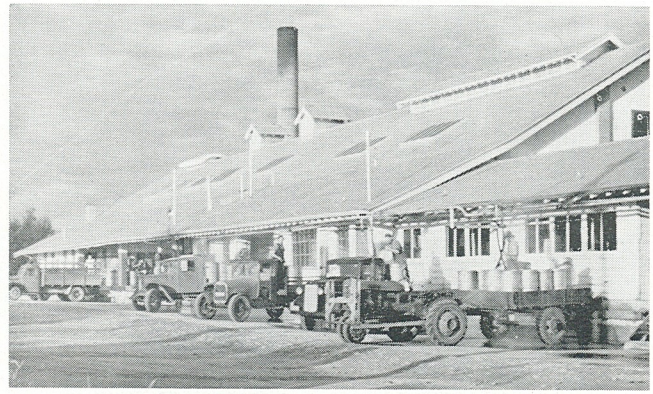
Not only does our farming community possess all the amenities of a modern civilisation, such as motor cars, wireless sets, washing machines, refrigerators and a multiplicity of farm implements that together constitute a high degree of mechanisation, but they are also both comparatively affluent, and share with the Danes the honour of being among the most highly educated farmers in the world.

This latter fact is largely responsible for the very great and historic achievements of the farmers in the field of industrial and commercial co-operation.

The production of butterfat per acre ranges from 200lbs per acre to a top 400lbs per acre. This last figure is remarkably high, 300lbs. being regarded as very good. Taken over the whole district, the average is about 240lbs. per acre. The district of Taihoa North, which is approximately two miles East of Matamata, is the richest in the world for production of butterfat per acre of grass.

N.Z. Co-operative Dairy Co., Ltd.

Matamata, the centre of a highly productive dairying district, has three dairy companies situated within close proximity of the town. The largest of these, The N.Z. Co-Operative Dairy Co., Ltd. which manufacturers one-third of the Dominion's total dairy output, has two factories in the area, a dual cheese-casein manufacturing plant in Matamata itself and a combined butter and milk powder factory at Waharoa, four miles to the north.



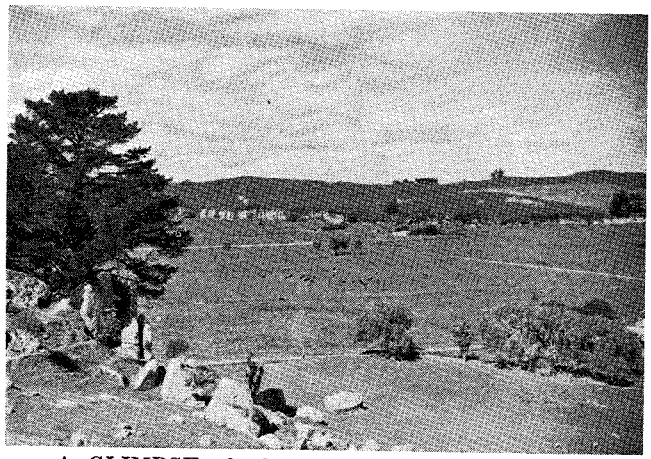
FARMERS bring their milk to Matamata factory.

Around the Rich Farmlands

Last season (1959/60) the Matamata factory produced over 1,500 tons of cheese and at Waharoa over 23,000 tons of all dairy produce were manufactured.

The butter factory at Waharoa produced some 9,500 tons of butter last season in a modern plant which comprises five churns capable of producing up to two-and-a-half tons of butter at a churning, and an automatic packing machine which bulk-packs the butter into 56lb. fibre cartons for export.

Some 13,750 tons of all powders were dried in the two giant spray drying flumes which have a drying capacity of 4,500lbs. of powder per hour. Skim milk powder comprises the bulk of powders dried, with buttermilk powder, whey powder and a special bread improver powder being the most important of other powders.



A GLIMPSE of the rich pastures of the Piarere Valley.

A total of 570 dairy farmers supply either whole milk or home-separated cream to the Waharoa factory. Every wholemilk supplier's farm dairy is equipped with a chiller and stainless steel milk holding vat. A fleet of 30 stainless steel milk tankers collect milk from the farms and delivers it to the factory. This fleet of tankers, operating a collection service from Waharoa which includes several of the company's smaller cheese-casein factories, handled close on 40 million gallons of milk during the season.

A total of 22,500 tons of coal are used annually in this centre which, along with the company's other plants, is supplied from the company's own mines.

Waharoa is within a few minutes of the heart of Matamata and is well worth a visit by anyone interested in dairy manufacture.

SHEEP being brought into the yards on one of the farms of the famed Peria Hills.

Around the Rich Farmlands

Hinuera Dairy Co., Ltd.

The Hinuera Dairy Factory has 72 whole milk suppliers and 42 cream suppliers and employs a staff of 33. The milk and cream is collected from farms by tankers, each tanker is equipped to carry 15 cream cans besides whole milk.

The output of dairy produce last season was 1,600 tons of butter, 510 tons of casein and 150 tons of butter milk powder. Hinuera is also equipped with a spray drying plant that can be used to produce dried skim milk powder.

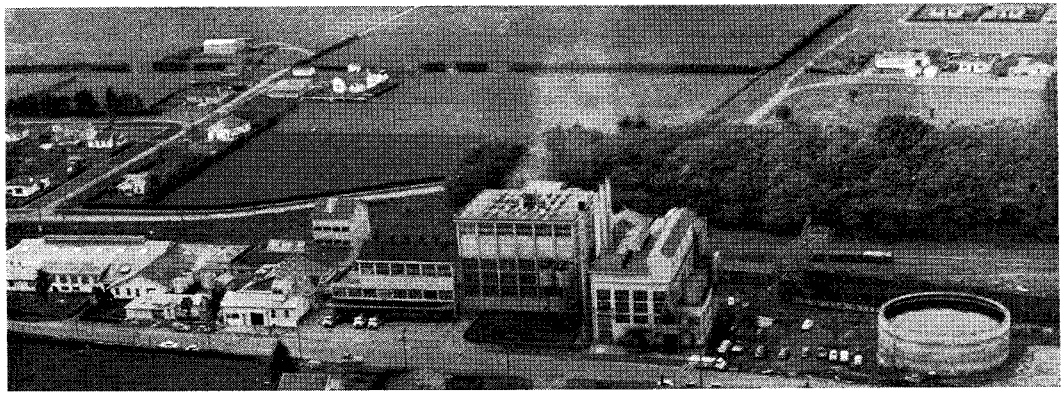
Sunny Park Dairy Co., Ltd.

The Sunny Park Dairy Factory, has 122 suppliers and employs a staff of 28. The milk is collected from the farms by a fleet of four modern milk tankers. The output from this factory last season was 1,600 tons of butter, 675 tons of casein, 300 tons of skim milk powder and 170 tons of butter milk powder.

Sheep and Fat Cattle

Although dairy farming predominates, sheep and fat cattle play an important part in the economy of the district. Most of the larger sheep and cattle farms are situated in the hill country surrounding Matamata and have a carrying capacity of three to four ewes plus cattle per acre, although some of the smaller farms closer to the town have a carrying capacity of up to 10 ewes per acre.

Within a 10-mile radius of the Matamata Post Office the ewe population is estimated to be 150,000. The number of lambs fattened each year is 150,000. These are for the export and local markets and the value of this part of the industry alone is £375,000. In addition to fat lambs, 10,000 cattle to the value of £400,000 are fattened each year. Most of these are for the export trade and are eagerly sought by buyers for this market.



WORLD-FAMOUS Waharoa Dairy Factory, the largest dried milk factory in the world.

Bales of wool totalling 4,500, valued at £270,000 are sent from the district every year. This, coupled with the dairying industry, makes the Matamata District one of the richest and most productive farming areas in New Zealand.

Churches, Library, Services

Churches

Church of England: Canon M. N. Richards, phone 165. Services: 8 a.m., 11 a.m., 7 p.m. winter; 7.30 p.m. summer.

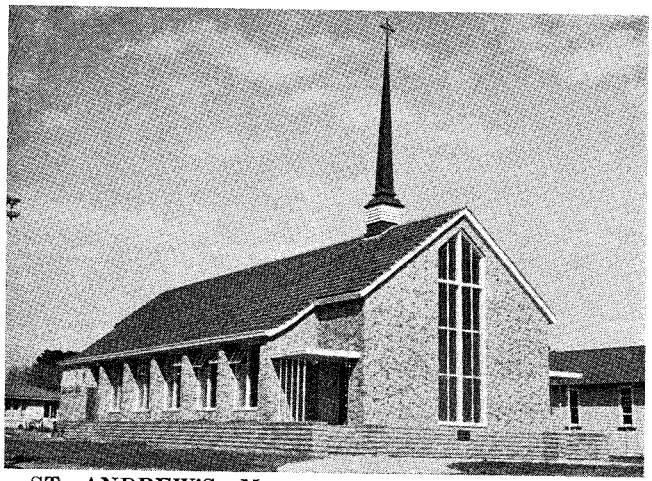
Presbyterian: Rev A. M. Ferguson, phone 65. Services: 11 a.m., 7 p.m. winter; 7.30 p.m. summer.

Methodist: Rev C. H. Bell, phone 26. Services: 11 a.m., 7 p.m. winter; 7.30 p.m. summer.

Church of Christ: Pastor R. S. Marshall, phone 599. Services: 11 a.m., 7.30 p.m.

Roman Catholic: Rev. Father D. V. Silk, phone 164. Services: 7 a.m., 9 a.m., 10.30 a.m.

Brethren: K. L. Eden, 13 Kiwi Street. Services: Gospel Hall, Meura Street, 11 a.m., 7.30 p.m.



ST. ANDREW'S, Matamata's Presbyterian Church.

Library

Matamata has a well stocked reference and lending library at present housed in a temporary building in Tainui Street next door to the Memorial Centre. Plans are in hand however, to build a new permanent Library building in Tui Street.

Medical Services

Matamata has a Public Maternity Hospital, this is a fully equipped modern hospital centrally situated and set out in nice surroundings. There is also a Private Hospital fully equipped for medical and surgical patients. There are also five resident medical and surgical practitioners in town.

Passenger Services

Matamata is adequately served by public transport. Edwards Motors Ltd., Buses Ltd., Hawkes Bay Motor Co., N.Z. Road Services and New Zealand Railways.

Daily services to and from Auckland, Hamilton, Tauranga, Rotorua, Taupo, Morrinsville and Te Aroha. Connections at Tauranga and Hamilton with National Airways Corporation to all parts of New Zealand.

It is hoped that in the near future the Waharoa Aerodrome, situated five miles from Matamata, will be operating a passenger service giving visitors and local people an air service to and from Matamata.

Modern rental cars can also be hired at moderate prices.

For further information phone 354 or call at Edwards Motors' office who will be only too pleased to help you with your bookings and enquiries.

Around the Schools

Intermediate School

Until the present an intermediate department has been associated with the College. This year, 1961, a separate intermediate school has been established in extensive new buildings on a separate site. The intermediate school caters at present for over 400 pupils and has nine of the district primary schools contributing Form I and II pupils to it. The intermediate school is controlled by the South Auckland Education Board.

Primary School

Matamata Primary School is situated in Broadway in pleasant surroundings with ample playgrounds and is divided into two departments, Primary School and Infant Department.

It has a staff of 15 teachers controlled by one headmaster. The roll at present is 400 primary pupils and 240 infant pupils. With the roll increasing rapidly it is due for an up grade in the near future.

There is also a small modern swimming pool equipped with a filtration plant where the young children are taught to swim.

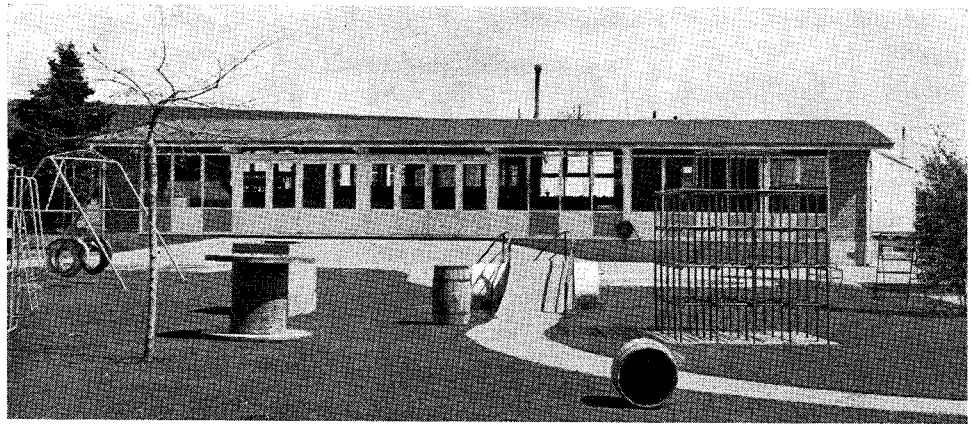
Saint Joseph's

St. Joseph's School is situated in Hohaia Street in pleasant surroundings with ample playgrounds. It has a roll of 170 pupils and has a staff of five teachers who are Sisters of the Order of St. Josephs.

Kindergarten

The Kindergarten is a modern up-to-date building in pleasant surroundings and has every facility for the training of pre-school children and is situated in Mills Crescent.

It is controlled by a Director and Assistant and has a roll of 80 children who are divided into morning and afternoon sessions.



MODERN KINDERGARTEN, always filled with joyous kiddies.

Around the Schools

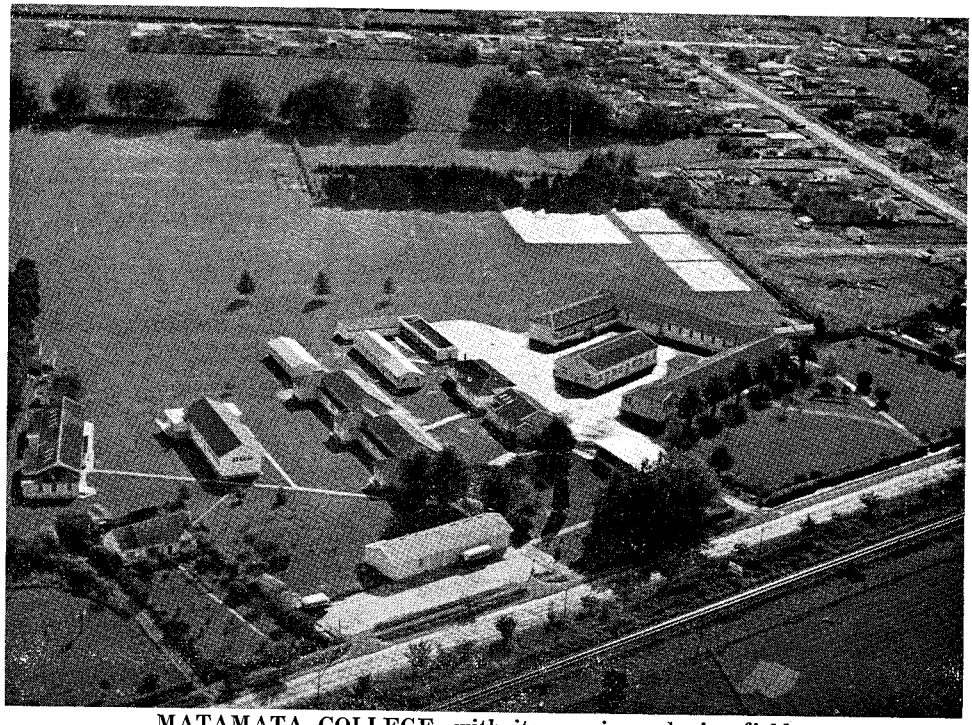
Matamata College

The College has been a fully established post-primary school since 1946 when it translated from District High School status.

With a roll of almost 700 secondary pupils increasing to 850 in 1964, it is a co-educational, multi-course school offering the full range of educational possibilities for the children of the district.

The College has been particularly fortunate in maintaining a full staff of 30 highly qualified teachers. Excellent academic and sporting standards are attained.

No school is better endowed with playing fields than Matamata College. Twenty-five acres of flat land enclosed by fine trees provide six rugby fields, two hockey fields and eight basketball courts. Numerous cricket wickets, nine tennis courts and space for minor sports, ensure a full sporting programme for summer.



MATAMATA COLLEGE, with its spacious playing fields.

Plans are at present in hand for building a gymnasium and baths with associated facilities. The district community provided £6,000 toward the cost of this £20,000 project.

School buses provide a transport service bringing pupils in to the College from a radius of 12 to 14 miles.

Music, Art and other cultural aspects of education are catered for in addition to the normal post primary curriculum to upper sixth form level. The College is administered by its own Board of Governors.

Sports Organisations

Matamata Swimming Club: Centennial Baths; Mr Gavin Finch, phone 278.

Matamata Men's Bowling Club: Bowling. Green, Peria Road; Gilbert Coombes, phone 263S.

Matamata Gun Club: Clay Bird Range, Mangawhero Road; Mr Les Radford, phone 184.

Matamata Women's Bowling Club: Bowling Green, Peria Road; Mrs R. Orr, phone 719.

Cricket Association: Bedford Park; D. Hayes, phone 702.

Croquet Club: Croquet Green, Peria Road; Mrs A. E. Wrigley, phone 708S.

Girls' Cricket Association: Matamata Domain; Mrs A. C. Sutton, phone 380W.

Golf Club: Links, Okauia; Mr B. Candy, phone 158.

Hockey Club: Matamata Domain; Miss Lyn Thornton, phone 584M.

Basketball Association: Courts corner Huia and Meura Streets; Mrs C. Ramsay, phone 96K.

Matamata Racing Club: Racecourse, Hinuera Road; J. B. Christophers, phone 142.

Piarere Water Ski Club: Karapiro Lake; N. Reeve, phone 125X, Tirau.

Canoe Club: A. W. Stephens, phone 891S.

Waikato East Softball Association: Matamata Domain; Brian P. Cotter, phone Te Poi 726.

Matamata Archery Club: Matamata Racecourse; Mr A. Akers, phone 346M.

Fishing and Shooting: Mr H. Downs, phone 631A.

Tramping Club: Mr Ken Collins, phone 569.

Matamata Ski Club: Mr Noel Jagger, phone 350.

BOWLERS on the Matamata Bowling Club's green.

Sports Organisations

Indoor Sports

Matamata Table Tennis Club: Matamata War Memorial Centre; R. Simonsen, phone 550.

Matamata Table Tennis Association: Ben Watts, phone 745.

Matamata Badminton Club: War Memorial Centre; Mrs J. Carter, phone 676.

Matamata Indoor Basketball Association: War Memorial Centre, T. Kieley, phone 596.

Matamata Boxing Club: War Memorial Centre; R. Latham, phone 673S.

Matamata Indoor Bowling Sub-Centre: H. Bullock, phone 372U.

For information regarding affiliated clubs contact above named.

Lodges

Buffalo Lodge: R. Bardsley, phone 109S.

Druids Lodge: A. Madill, phone 674.

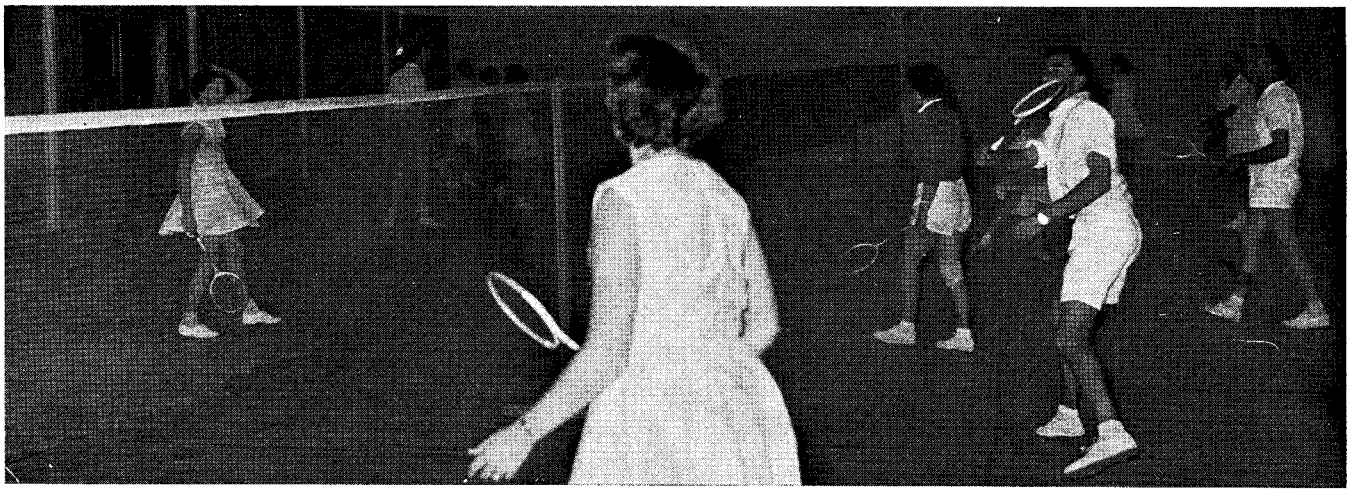
Oddfellows (Manchester Lodge): J. Angel, phone 259S.

Oddfellows (Men's Lodge): J. C. Roberts, phone 17K Waharoa.

Oddfellows (Women's Lodge): Mrs W. King, phone 20A.

Orangemen's Lodge: Mrs D. Piper, phone 237R.

Masonic Lodge: W. L. Hollis, phone 385.



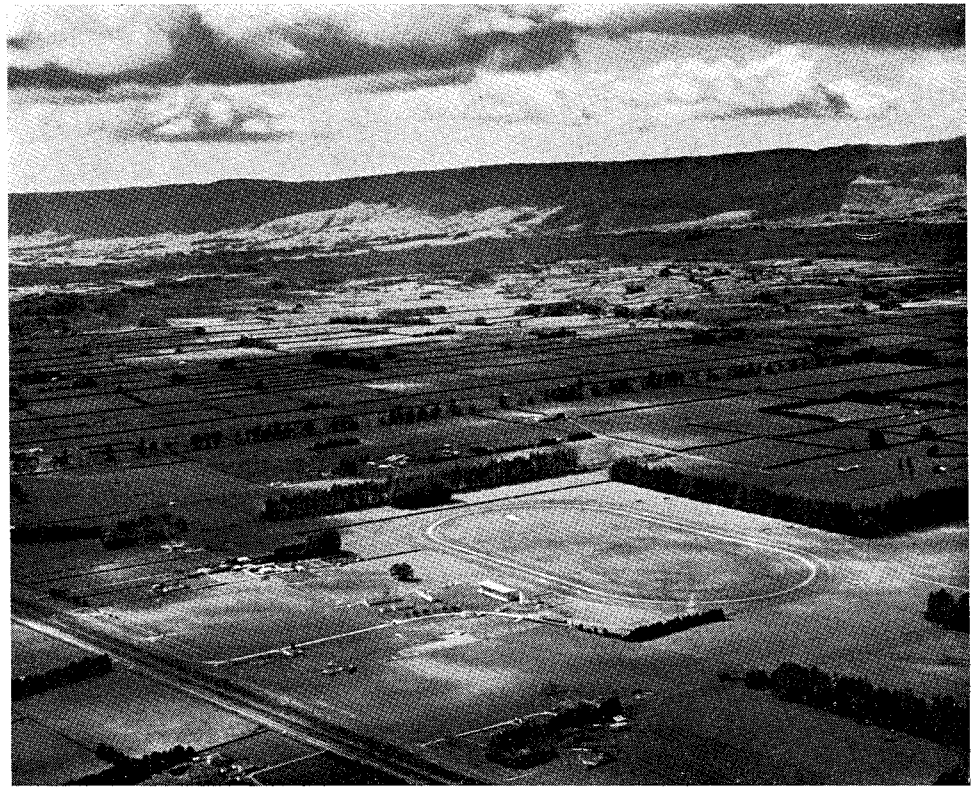
BADMINTON in the Matamata Memorial Centre

Big Racing Centre

Racing is one of the big industries of New Zealand, with the export of high class horses playing an important part in the overseas exchange picture.

Matamata has gradually become the leading country centre in New Zealand and is now firmly established as the second largest training centre in the Auckland Province. The only larger one has all Auckland city to support it.

The Matamata district has long been famed for its pastures and livestock carrying capacity. It has been steadily emerging as an area where many grand gallopers are trained, among the best being Red Eagle (Auckland Cup), Crimson King (Wellington Cup) and Fair Filou (leading stake winner in New Zealand last season). They have won many classic races and every major steeplechase in New Zealand.



TYPICAL lay-out of farms in the Matamata district. This aerial shot shows the neat shelter hedges which have been grown on all farms. In the centre is the Matamata Racing Club's course where more than than 100 horses are trained every week and in the background is the Kaimai Range which the motorist climbs on his way to Tauranga.

Big Racing Centre

Because Matamata is the geographic centre of the North Island local trainers have been able to achieve these results at lower travelling cost than most of their competitors.

The Matamata Racing Club, with three days' racing a year, has a fine course with appointments seldom bettered in centres with far higher populations. Apart from the surrounding area it draws support and members from the districts of Putaruru Tokoroa and Mangakino to the South.

Trainers have unrivalled facilities for the preparation of jumpers—two steeplechase tracks, one reserved for training, and the other, which is the one used on race days, available at certain times.

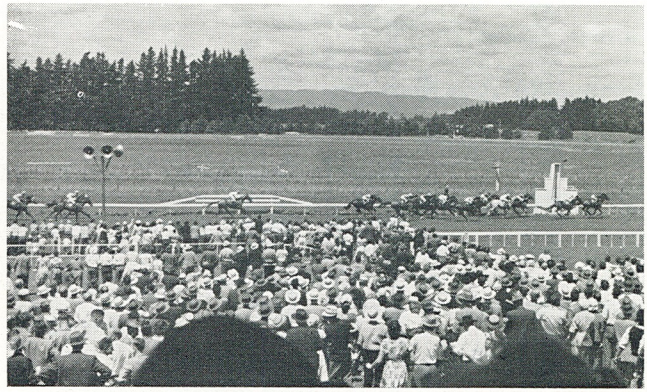
There is a permanent hurdles schooling track and pony hurdles, a plough, sand track for the winter, and the usual grass galloping surfaces. The long grass walks around the district are an asset not only to professional trainers but to pony clubs and riding enthusiasts.

A two-mile straight strip alongside the railway line past the racecourse was prepared by a band of enthusiasts with the co-operation of the Matamata County Council and has been a big help to those preparing horses.

There are a number of successful studs in the district. Their investment in land, buildings and blue-blooded stock is conservatively estimated at quarter-of-a-million pounds.

Horses in training never fall below 100 and range up to about 120 normally. For the past 10 years Matamata trainers and owner-trainers have averaged 100 per cent winners on the largest number of horses trained at the centre in any single year. This has worked out at just over two winners a week most years and usually has been about £1,000 a week in stakes earned. In addition, training fees and other incidental expenses pump about £2000 a week into the economy of the district from racing.

The main studs in the area include Balcarres Stud where Count Rendered stood before his death Messmate and Rejoicing stand there now. Empire Way, The Cobbler and Gigantic stand at Blandford Lodge, Woodfield and Super at Oaklands Stud and Amyn at Matamata Stud. All were imported from England.



CROWDS watch a race in front of the Matamata Racing Club's new £30,000 grandstand.

Matamata Associations

Associations

		Phone No.
Acclimatisation Society	H. R. Downs	631A
Agricultural and Pastoral Association	K. L. W. Gilbert	47
Arts Society	Mrs J. Sargent	360M
Automobile Association	W. L. Hollis	510
Boys and Girls Agricultural Club	J. Sargent	360M
Boy Scouts Association	W. T. Thornton	584M
Bridge Club	Mrs J. E. Cummings	2
Caledonian Society	T. T. Jury	776D
Camera Club	Mrs W. L. Hollis	385
Community Arts Service	Mrs C. M. Hall	90
Dramatic Society	Miss J. Tompkins	601S
Girl Guides Association	Mrs R. Black	125
Lions Club	B. Candy	158
Matamata Club	A. Madill	674
Matamata College Board of Governors	K. L. W. Gilbert	47
Matamata College Parent Teachers Association	V. Lewis	Tirau 171J
Matamata Plunket Society	Mrs D. J. McEwen	805
Matamata Primary School Parent Teachers Assn.	J. J. Elliott	341M
Matamata Public Relations Association	A. D. Turner	772S
Matamata Rose Society	Mrs L. O. Mason	655
Matamata Junior Chamber of Commerce	C. Ross	504
Matamata Sub-province Federated Farmers	I. F. McKinnon	833G
Matamata R.S.A.	A. Madill	674
Matamata St. John's Ambulance Association	W. Smeaton	87
Matamata Visitors' Bureau	H. G. Harris	587
Matamata Free Kindergarten	Mrs D. White	494
N.Z. Homeservicemen's Association	H. Martin	
N.Z. Teachers' Institute (Matamata)	J. Sargent	360M
Old Pupils' Association	Miss V. Wallace	431
Orphans Club	W. J. Ashe	671
Rotary Club	E. B. Noble	778
Senior Citizens' Association	G. F. Duxfield	598

Matamata Associations

Rugby Referees' Association
V. Scelly Hin. 642

South African War Veterans' Association
W. M. Griffiths 41

Workingmen's Club.
S. Rowe 849

Professional Organisations

Matamata Borough Council, Town Clerk
W. D. Hay 63

Matamata Businessmen's Association
G. E. Edmonds 66

Matamata Industries Promotion Committee
A. E. Enting 327

Matamata Senior Chamber of Commerce
G. A. Blennerhassett 150

Women's Organisations

National Council of Women
Mrs J. A. Ralph 55R

N.Z. Registered Nurses' Association
Miss J. Watson 659K

Women's Division Federated Farmers
Mrs D. G. Seed 584U

Waikato East Federation C.W.I.
Mrs A. D. Turner 772S

Outdoor Sports

Matamata Tennis Club: Courts, corner Huia and Meura Streets; Miss D. Cranswick, phone 79.

Matamata Swifts Football Club: Matamata Domain; E. J. Dewse, phone 133M.

Matamata Rugby Sub-Union: Bedford Park; Ray Dobson, phone 673M.

Corinthian Rugby Club: Bob Hastings, phone 822.

Matamata Athletic and Cycling Club: Matamata Domain; Des Carson, phone 358.

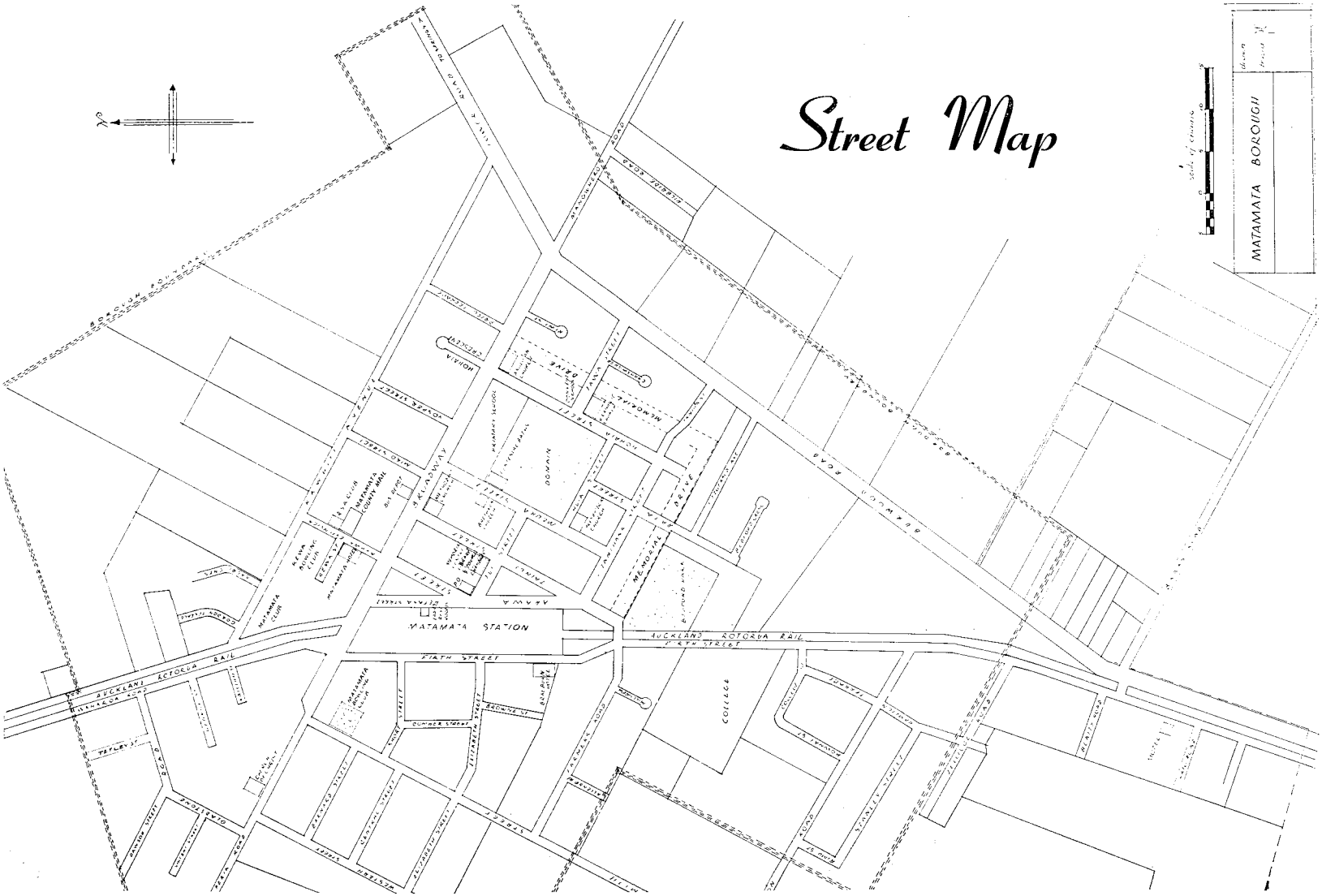
Matamata Go-Kart Club: Mangawhero Road; H. N. McKenzie, phone 738.

Rewa Bowling Club: Waharoa Road East; D. M. Scott, phone 557R.

Piako Aero Club: Waharoa Aerodrome; L. Nichelson, phone 607D.

Piako Gliding Club: Waharoa Aerodrome; B. Kosoof, phone 361R.

Street Map


MATAMATA BOROUGH
MATAMATA STATION
AUCKLAND ROTORUA RAIL
FIFTH STREET
COLLEGE
DOMAIN
MEMORIAL
ARAWA
DARE
HOWITT
MATAMATA CLUB
MATAMATA COUNTY MAIL
POST OFFICE
BANK
TAUHARA ROAD
TE AROHA ROAD
TAUHARA ROAD

Places to Eat

In Arawa Street

You can enjoy a cup of Expresso Coffee with home-made savouries and cakes at Mac's Place.

The Carla Milk Bar next Bank of Australia and New Zealand serves an excellent variety of light meals seven days a week.

In Arawa Street Extension near the Matamata Hotel is the Arawa Milk Bar where you can also get a light meal any day of the week.

Or right next door you can relax in a lovely contemporary setting and enjoy an excellent fish meal or grill at the Cafe California.

Or prepare yourself to be pampered and stroll along to the Matamata Hotel which is a really fine place to dine. Casual meals are specially catered for..

The Bedford Milk Bar oposite Bedford Park gives an excellent service seven days a week and has a very attractive menu of hot meals and grills.

In Broadway

Next to Bus Depot you can enjoy the personal service of Shirley and Ken Hopkins at Le Rendezvous. They give a seven day a week service and specialise in Continental foods. A lovely setting for an after picture supper party.

The Mardi Gras in Broadway in its modern setting can offer grills, special hot luncheon daily and morning and afternoon teas.

The Manly Milk Bar has a very up to date coffee bar. Here you can choose yourself an enjoyable meal from the snack bar. It too offers a seven day a week service.

For that ever popular fish meal try "Esperanto" which is handy to the Bus Depot. The Esperanto has a very modern set up where you can see your meal being cooked.

Morley's Milk Bar in Broadway can offer light meals and a most attractive morning and afternoon tea.

Acknowledgments

The Matamata Public Relations Association is indebted to the following business houses who subscribed so willingly to this Brochure and all others who have assisted in its compilation:—

Carla Milk Bar
Manly Milk Bar
Bhanu Fruiterers
Arawa Book Shop
Premier Meat Mart
Hall's Music Centre
Muir's Delicatessen
Mardi Gras Caterers
Matamata Butchery
Broadway Butchery
Edwards Motors Ltd.
Matamata Hotel Ltd.
Garden Supplies Ltd.
Broadway Pharmacy
Colin Ross Pharmacy
Cowling Bros. Garage
Esperanto Restaurant
Opal Hot Springs Ltd.
Mac's Place
Fred Hall Ltd. (Jewellers)
Matamata Electric Services
Morrison's Record Bar
Potter's Garden House
Braeburn Private Hotel
Barry and Hastings Ltd.
Matamata Bakeries Ltd.
Crystal Hot Springs Ltd.
E. H. Grocott (Opticans)
Le Rendevous Restaurant
Farmers Trading Co. Ltd.
Thompson's Hardware Ltd.
J. Foggo Four Square Stores
Matamata Dry Cleaning Co.
Catchpole's Furnishings Ltd.
Ray Harris (Hairdresser)
H. G. Baigent Motors Ltd.
Matamata Visitors' Bureau
Matamata Motors Ltd.
Sharp's Pharmacy Ltd.
Matamata Borough Council
C. Robertson's Delicatessen
Waterson's Ltd. (Furnishers)
Wilbert Marks Ltd. (Drapers)
W. & S. English Ltd. (Drapers)
O. W. Edwards Ltd. (Jewellers)
H. G. Keeley Ltd. (Sports Dealers)
Salon Michelle (Ladies' Hair Stylists)
Frank Hilliar Ltd. (Fashion Centre)
Laurie Jenkins Ltd. (Gents' Outfitters)
Mrs C. Robertson (Children's Outfitters)
Gilbert Coombes Ltd. (Gents' Outfitters)
Booth and Chapman Ltd. (Paint Merchants)
Bert Wrigley Ltd. (Sports and Cycle Dealers)
Loveridge and Sons Ltd. (Footwear Specialists)
Wallace Supplies
Matamata County Mail

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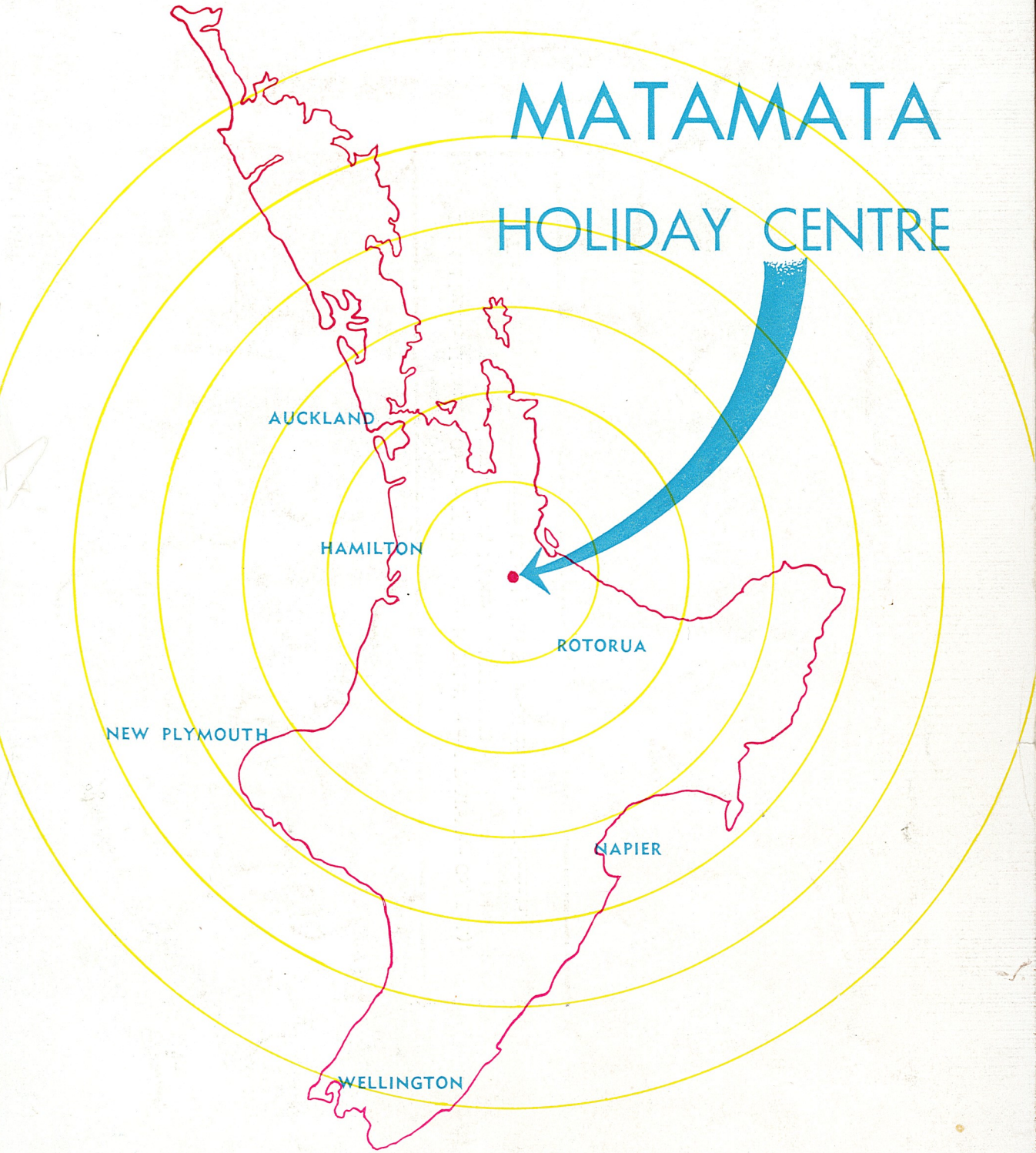
MATAMATA

HOLIDAY CENTRE



EACH CIRCLE REPRESENTS 40 MILES